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CHOPSTICKS NY

6

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vol. 038

FREE

Made In Japan:

The Power of
Craftsmanship,
Ideas, and
Technology

SPECIAL INTERVIEW

Shigeru Ban
(Architect)

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"I CREATED A HUGE ROOF THAT CONNECTS INSIDE AND OUTSIDE, INSTEAD OF BUILDING WALLS."

— SHIGERU BAN



International architect Shigeru Ban has just completed a seven-year-long project, the Centre Pompidou-Metz, a satellite museum of the Centre Pompidou in Paris. At the helm of more than ten ongoing projects, he is literally running around the world. Just before the museum's opening, the Harvard University faculty member dropped by New York and talked with *Chopsticks NY*.

Would you describe the concept of the Centre Pompidou-Metz?

First of all, it has been a hard to build museum that took lots of scientists. Have you heard about the "Bilbao effect"? It refers to the fact that the Guggenheim Museum in Bilbao drastically increased the number of tourist visits to the city. In hopes of the Bilbao effect, many unknown small towns in the world started planning to build museums with sculptural designs and use them strategically to draw attention. However, while

such sculpture-like architecture looks visually distinguished, it is not user-oriented. Naturally, the people in the museum world and artists became unwilling to ask architects to build museums because the architects were just trying to create monuments that could not serve their actual function. A good example of this reaction is the Tate Modern in London: an old factory was renovated and transformed into the museum. The German was also made after renovating an old building. The people in the industry think that renovating old buildings and factories can create better spaces for exhibiting their art rather than appointing architects. It's shameful from the architects' point of view. So, for the Centre Pompidou-Metz, I aimed to design a museum that has an interesting architectural structure and, at the same time, facilitates functionality.

Also, I wanted to build a museum that reflects the identity of the city of Metz. Many buildings are situated nowadays have similar design wherever they are because they are basically built disregarding the characteristics of the locations. However, I wanted to realize something representing personality of Metz.

Another key aspect is the fact that modern art museums today are losing general public attendance. Contemporary art is getting more and more incomprehensible and uninteresting to people, and this alienates people from enjoying art and going to modern art museums. In other words, the gallery itself or the exhibition itself seems as obstacles. Those who understand art and those who don't. But here I wanted to create a space that is more accessible to people, a space where everyone can gather. Since I designed the museum for the community of Metz, which funded the project, I did not intend to make the space geared toward only a certain type of people: art lovers. In a way, people don't really have to enter the gallery. They can just think too there, for example. That's the key concept of my design.

How did you realize this concept in your architectural design?

There are three 45-by-278-foot tubes piled up, and each tube from different directions to view different monuments of the city. We placed huge glass windows at the ends of the tubes, which we call "picture windows" to allow visitors to frame the monuments in Metz and enjoy them. For example, the top tube frames the most famous cathedral in the city. The next one looks toward the Central Station of Metz, which was constructed under the German occupation. By the way, the city of Metz has quite a tragic history because it's located near the border of Germany. Every time war erupted, it was occupied by Germany. Therefore, both French and German styles of architecture could be seen, and the Central Station is one that has a great German influence. I consider the station to embody the city's history. By framing the monuments, I tried to emphasize the personality and unique locality of the city.

Generally, an architect designs a building that has walls, but walls create the concept of inside and outside and separate the two spaces. But I thought if I made only a roof, it would be a liberation of the building that has no boundary between inside and outside—inside is an extension of outside and conversely outside is an extension of inside. So, I created a facade with glass shutters that can be easily opened to remove the boundary between interior and exterior. Whether something, they can be left open so that people can move around without any restrictions. Think about a café, for example. People enjoy drinking coffee and tea under a canopy because it feels more comfortable than staying inside. In Japan we have a porch called the "engawa," which is not really interior but not exterior either, and this space really makes people relaxed. That is why I created a huge roof that connects inside and outside, instead of building walls.

Does the structure of the roof come from a Japanese bamboo basket?

No. The idea came from a Chinese bamboo hat. About ten years ago, I happened to find it at a folk-art store in Paris. It's a traditional hat made of woven bamboo, and all paper is layered underneath the bamboo to make it waterproof and also to let grasses and leaves make another layer underneath to make it hexagonal. I was surprised by the hat because it has a structure similar to that of an architectural roof, and this inspired me to make such a roof. Since then, I've been developing a type of roof based on this Chinese hat, and the roof of the Centre Pompidou Metz is one result of this focus.

Also, each woven mat is hexagonal, and the whole shape of the roof is also a hexagon. The hexagon is a symbol of France because the shape of the country looks like a hexagon. I intentionally used the shape to make the most of this symbolism, and then I arranged the three tube galleries, offices, and a sound theatre to form a hexagonal pattern. Then I covered those elements with a huge hexagonal roof, just like covering something with a handkerchief. As a handkerchief transforms its shape to fit over the things it covers, the roof also transforms its shape. If I say this, you might think the shape was made organically or randomly, but it is carefully arranged.

Your style is often summarized as "invisible structure." What does that mean?

It might be easier to explain it this way: In essence, I have developed a prefab housing system called "Raum ohne Haus." (Unlike a standard building, which has pillars, walls, and a roof on top, in this furniture house there is neither wall nor pillar. There is no structure inside the house. What you can see are things like clocks and bookshelves. Usually people think structure is structure and furniture is furniture, but they can share functions. Furniture can be strong enough to support roofs. It's just not used in that way. As something non-structural plays the role of structural support, the structure disappears. This is why it's called "invisible structure.")

But the roof is important.

There are houses without walls, but there is no such house without a roof.

That's the ultimate minimal structure, isn't it?
I often came up with an occasion to design a building

at low cost. Even in such situations, I do not want to make a jury-built house, but instead I figure out the ways in which we can reduce materials. If we can use one thing for several functions, we can reduce materials. If we can reduce labor, we can keep the budget low. By assigning one thing to play multiple roles, we construct a building at low cost without sacrificing quality.

That can be applied to your mission to support disaster areas.

Yes.

Is Haiti the latest project in your disaster site relief work?

We are working on a project in L'Aquila, Italy, as well, which was destroyed by earthquakes in April 2009. We are building a temporary concert hall there (Aquila is known as a town of music, and there is a music school and a philharmonic orchestra). Since all the concert halls were destroyed, there is no place where the musicians can play anymore.

Is disaster site relief your life's work?

No. I do not call them natural disasters. They are not caused by nature but by humans. No one dies from an earthquake, but people die when buildings collapse. That's the architect's responsibility, even if the calamity is indirect. But when people lose their houses and desperately need temporary housing facilities, there are no architects around the disaster site because they are busy designing buildings for the privileged classes. It gives me the same pleasure to design houses for the rich to build temporary houses, and to see the residents smile, but I enjoy most when I make something for people that makes them happy, since I'm not interested in becoming rich.

In this issue of *Chippettes NY*, Japanese craftsmanship and technology are featured.

Would you share your thoughts on Japanese craftsmanship, which has traditionally been handed down from one generation to the next in Japan?

What I think is great about Japan is that the society values people who sincerely dedicate themselves to one thing. For example, I just read a Japanese newspaper article focusing "the best shoebuyer in the world." He is a shoebuyer at the Imperial Hotel in Tokyo with a 40-year-long career, and he claims to be the world's best. It's unusual in other countries to show respect for craftspeople, especially people like a shoebuyer or a shoemaker. In Japan, people respect such a person who focuses on one thing, keeps doing it for a long time, and ultimately masters the fine nuances of the field the person is in. I think it's wonderful, and that's why the culture of Japan's craftsmanship will never die.

— Interview by Akiko Komuro

SHINGO RAM

Born in Tokyo after graduating from high school, he moved to the United States to study architecture at Cooper Union in 1998. He established his private practice, and since then he has constantly worked on worldwide projects and has been awarded numerous international honors for his achievements. He is known for his innovative work with paper, especially with recycled cardboard paper tubes to house disaster victims efficiently in our next projects include the Metal Shelter Houses in New York City and the Pompidou Centre in Metz, France. In addition, he enjoys teaching younger architects and currently teaches at Harvard University's Graduate School of Design as a visiting professor.

The Centre Pompidou-Metz

M. Ram's latest project, the Centre Pompidou-Metz, has just been unveiled on May 10th. It is the first deconstructed cultural institution, attempting to bring together multiple genres and areas of art.

©Groupe Marc Chagall Metz



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Food

Cup Noodles For Foodies

With the Ramen crisis hitting the NY scene, New Yorkers have definitely become more well-versed in the culinary world of ramen. Yet, when it comes to Cup Noodles, America has a long way to go compared to its mecca, Japan, where today the competition to develop newer and better products are fiercer than ever, resulting in great varieties of quality noodle products to choose from. Earlier this year, such a tour-de-force cup noodle, **Goku-Uma Ramen Noodles**, made in Japan, was finally introduced to the American market bringing some excitement to our noodle routine.



The ramen was introduced by **Nishikawa Trading Company**, one of the oldest Japanese foods trading company in North America, who brought the product under their Shokoku brand. They come in three distinct flavors: Soy Sauce, Seafood, and Hot. The Soy Sauce flavor has a light broth

with toppings of bamboo shoots, red bell pepper, green onion and baby bok choy. The Seafood flavor possesses a thick soup that is packed with rich flavors of the ocean, and toppings include crab, corn, kaniage miso soup, and green onion. The Hot flavor is so powerful that the first sip will knock you right off your chair and it has green onion and red pepper toppings. All three come with chop men (noodle noodles) which allows the soup to cling to the surface, which is perhaps its secret to hitting the right spot each time.

Made in Japan with today's Japanese high standards, it comes as a much-needed arrival for New Yorkers.

Nishikawa Trading Co., Ltd.
www.nishikawatrading.com



SHOP & BEAUTY

Cosme Proud Opens Its First Retail Store in Lighthouse Marketplace

Anti-aging cosmetic wholesaler **Cosme Proud USA, Inc.**, which is known for its high-performance products, has just opened its first retail store at the new Lighthouse Marketplace. Lighthouse is a shopping mall located inside a historic church on Avenue of the Americas in Chelsea (that most recently housed a nightclub), and it features rare brands and retailers that cannot be found anywhere else.

Mr. Katsuya Aniki, the president and CEO of Cosme Proud, explains the significance of opening in this unique mall: "It's a great opportunity to introduce our excellent cosmetic products to the world. Since this is a landmark that attracts a lot of tourists, we will be able to reach customers on a global scale as well as local fashion-conscious people." It was actually the quality of Cosme Proud's products that attracted the developers of Lighthouse, who were looking for appropriate brands to meet their selective criteria.

All of Cosme Proud's anti-aging skincare products were developed in Japan using the most advanced technology. For example, their best-selling Gold Revitalizer penetrates into the deepest parts of your skin by the power of negative ions

coming from the world's highest-grade gold (99.99% purity), and it purifies and moisturizes your skin at the same time. "Believe it or not, you can feel how effective our products are on your skin after just a one-time trial," says Mr. Aniki with confidence. "Just come, test it, and feel your skin improve!"

From the customers' point of view, having an accessible retail store is convenient because we can try products before actually buying them. Until the end of June, Cosme Proud is offering free gift items for Lighthouse NY visitors who make a purchase at its Lighthouse store. For details, check page 61 in this issue of *Chopsticks NY*.

Cosme Proud USA, Inc.
40 Lighthouse Marketplace
404 Avenue of the Americas (at 20th St.)
New York, NY 10011 / www.cosmeproud.com



From Japan

Anytime, Anywhere: "Portable" Home Appliances Are Big Hits

Small, cute, healthy and easy. These are the elements that turn the heads of working women in Japan's big cities. **Neck Relaxer** is something new that obtains all these, and now the popularity seems so much within such a short amount of time that the product is out of stock in many stores in Tokyo.

This is the latest hit of the growing "portable appliances" market in Japan, which branches out from conventional home appliances. The impetus came from the lifestyle of working women: a survey result shows that around 70% of working women brush their teeth at work, and the use of home appliances outside of the home has increased. In addition, women's craving for wellness and efficiency generated the idea and the mobile relaxation gadget came to realization.

Personal, for example, has released a wireless electric neck massage machine, paired with a leg reflexology machine. Both products target young female professionals who look for relaxation from physical stresses from computer-oriented office work such as tight shoulders and sore eyes. Just

as many other products for female customers, neck reflexology is designed for multi-dimensional demands. Feminine colors, compact, yet quite functional. The machine runs very quietly, and low frequency waves stimulate tightened muscles and release fatigue and pain. Wearing this machine doesn't make any bulky look, and the sleek shape is the size of just a little smaller than headphones can be hardly visible under long hair.

Relaxation is of much interest to young professional women in Japan, and the affluent and trend-savvy market has finally reached the home appliance market. A series of such products would continue to satisfy this market with awareness on health and beauty.



Book

Explore Tokyo's Dining Scene with an Expert

The best way to explore a new city is with an expert guide. In her new book, **Food Sake Tokyo**, author Tsubi Sakamoto takes her readers by the hand and leads them through the streets of Tokyo to the city's most enticing meals.

For those new to Japanese cuisine, the first half of the book provides an overview of the basic dining styles, dishes, and ingredients. There is even a section on dining etiquette that reminds us to avoid common mistakes like pouring soy sauce over a bowl of rice. Going beyond well-known sushi, readers learn about foods like *izukae*, the steaming hot pots filled with vegetables and meat; or *donburi*, a dining art that celebrates seasonality and exquisite presentation. One section entitled "The Japanese Flurry" provides translated lists of essential ingredients making it a great reference for Japanese food lovers.

Dotted with photographs and maps, the second half of the book explores individual neighborhoods of Tokyo beginning with Tsukiji Shijo, the largest fish market in the world. Insider advice makes avoiding long lines and finding

inexpensive hidden gems easy. Sakamoto explains that Kappabashi, Tokyo's kitchen equipment district, is a "black hole for restaurants," but is the perfect place to buy Japan's famous plastic food samples or traditional pottery.

It is surprising to learn that Sakamoto is actually American born. Her study of Japanese food began in the elaborate dining hall of Taikichimaya department store where she was the only Westerner on staff. Later she became the first non-Japanese to pass the "shochu advisor" exam becoming an expert in the popular Japanese liquor. With her wealth of knowledge, it is clear that she wants to make Japanese food more accessible. *Food Sake Tokyo* will appeal to anyone who is curious about food, travel or Japanese culture.



Food Sake Tokyo: A Traveler's Guide to Japan's Dining Scene Photographs by Tsubi Sakamoto and text by Tsubi Sakamoto will be published in June.

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THE POWER OF CRAFTSMANSHIP, IDEAS, AND TECHNOLOGY — TRADITIONS THAT HAVE SUPPORTED EVERYDAY LIFE AND SOCIETY

Though it might be latent, you may use something that was made in Japan to enjoy a convenient and rich lifestyle. Japanese products today spread everywhere around the globe and contribute to people's lives. In this issue of Chopsticks NY, we explore the spirit of Japan that produces quality products.

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The Power of Craftsmanship, Ideas, & Technology

—Traditions That Have Supported Everyday Life and Society

If you look around your room, you'll find something that was made in Japan (even if you might not have guessed it was a Japanese product). New York City's subway cars are made by a Japanese company; karaoke was developed in Japan; instant ramen was a Japanese invention. What else? Nintendo, Canon, Nikon, Panasonic, Sharp, Sony, Toshiba, Toyota, Honda, and Nissan are among some of Japan's most famous companies. They are global brands, with products that are manufactured all over the world, yet these companies have retained their early goals of making high quality products and continuously improving those products. Here, we explore the secret of Japan's success in the electronics, engineering, manufacturing, food, entertainment, and fashion industries.

The Japanese Approach to Craftsmanship — "Mono," "Waza," and "Kiwameru"

A good way to understand Japan's craftsmanship is to start with these three key words: "mono," "waza," and "kiwameru." "Mono" simply means "thing," "object," or "product," but it also implies quality. This indicates that Japanese people believe that the things they use should have a certain quality. "Waza" is used on various occasions to mean "skills," "techniques," "arts," and "craftsmanship," and people who have waza are highly respected in Japanese society. "Kiwameru" is a verb that means "to master something," "to do something thoroughly," or "to reach the limit," what's hidden behind the word, however, is that there is no end to this journey toward mastery. Japanese craftspeople tend to dedicate themselves to polishing their skills until they are satisfied with the quality of the products they are making. Another factor that contributes to the focus on quality in Japanese craftsmanship is that Japanese typically use their products for as long as possible; products must be high quality: durable, strong, compact, convenient, and easy to handle. These elements comprise the soil in which Japanese craftsmanship grows.

Traditional Crafts Passed Down Over Hundreds of Years

As an indication of Japan's high regard for refined, meticulous, and labor-

intensive crafts, an extensive tradition of handicrafts exists in Japan. Lacquer, gift, porcelains, papermaking, ceramics, dyeing, weaving, and embroidery, among others. Each craft reflects the region where it was made. This is largely because each craft was traditionally created by people using what they could find in their surroundings. Sake brewing, for example, is connected to the local climate and nature, and it also requires a laborious process based on meticulous calculations to produce premium sake. In addition, many regional craft traditions were historically protected and supported by the local regime to develop the industries in the region; the resulting products were often offered to the central Japanese government as gifts to show the region's prosperity.



Elaborate hand-woven fabrics are made into beautiful obi scarves. Fukuoka Obi-ware, a well-known textile company in Kyoto, has produced the highest grade fabrics for more than hundred years.



Each region has its own unique style of ceramics. These distinct styles arose from the different types of soil in each area as well as from different regional aesthetics.



From the Nose of a Bullet Train to the Back of an iPod—The Importance of Domestic Industries

The tradition of craftsmanship that has developed over hundreds of years is the foundation for Japan's modern technology. Many of today's global corporations started as small domestic companies. Even now, there are still many small factories in Japan, and they make many of your favorite products possible. If you are part of the iPod generation, did you know that the sleek like metal on the back of the iPod is polished by a few artisans in Japan? Or if you are a Star Wars fan, you must be familiar with the action figures of Kiyodo, a company that faithfully reproduces the details of the film's characters. Most people are not aware that the noses of bullet trains as well as high-speed locomotives in China, South Korea, Singapore, and Dubai are made of hammered sheet metal manufactured in small factories in Japan. Though the noses are made through a completely new tech process, hammering the metal requires years of experience and dedication.

The Spirit Behind Today's Innovation

Whether you are buying electronics, cars, medical equipment, video games, beauty supplies, or food, the Japanese products you enjoy today

share one thing in common: They contribute to people's everyday life. Staying close to life and improving it are the goals of Japanese companies and the basis for innovation. About 100 years ago, the dry battery was invented in Japan, and it is now a necessity of daily life. The blue light-emitting diode—a Japanese invention—has enabled eco-efficient LED screens, and optical communication systems—another Japanese innovation—are essential in this fast-paced society. These are just a few examples of the ways that Japanese technology has contributed to human life and made it both more convenient and richer. So, the next time you ride on subway or go to karaoke, imagine what will come next from Japan.



The nose of a bullet train has well-calculated curves. Creating the curves by hammering sheet metal is a true "waza" that requires years of training.
Photo: GreenTech Service, Inc., JTB

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These are not words that the eyewear specialists at **Facial Index** in SoHo take lightly, and visitors and shoppers to this esteemed boutique will discover some of the most striking and indelible eyewear fashions that they exist today. Imported directly from Japan and specially tailored for the western market, the current collection of frames at Facial Index, the majority of which are built by hand by the artisans at **Kaneko Optical**, are not only of the highest quality but also extraordinarily affordable.

Enter Facial Index on the corner of Grand Street and Mercer Street and it will feel more like you are stepping into a smart yet unpretentious gallery rather than just another eyewear store. The minimalist atmosphere draws your focus to the true stars – the frames – that come in all manner of unique shapes as well as in materials ranging from plastic to titanium. No matter what your tastes, these stylish and sleek yet never ostentatious pieces exemplify the principles good design – form, functionality and functionality.

DIRECT FROM JAPAN. FROM THEIR HANDS TO YOURS

Kaneko Optical, the parent company of Facial Index, is based in Sebue City in Fuku Prefecture, Japan, a city that is historically renowned for its glasses production. Since 1805, Sebue City has come to produce roughly 90% of the glasses that are made in Japan, and even boasts 20% of the entire global market share. Kaneko Optical, founded in 1956, quickly developed from being the premier manufacturer in the country to starting its own brand – since in 1967 Spivy in 1987, and finally their flagship New York City district Facial Index in 2000.

From start to finish (a process that can take weeks) a single artisan creates a pair of glasses – shaping the plastic, choosing it by hand, polishing each

piece and assembling the final product into. It is a sculpture, then, just a casual assemblage of parts. Frames and edges are painstakingly finished using hand tools, jigs, and joint additions are also manually wrought, and even the final polishing is done by hand by the craftsperson. Machine manufactured frames cannot duplicate the strong edges and build quality of these frames. Reflect on the labor that goes into each piece and you will appreciate the glasses you purchase at Facial Index even more.

In June of 2009, Kaneko Optical opened a brand new, fully updated factory called **BACKSTAGE**. This new facility streamlines the production process, reducing production time drastically, and now is responsible for most of the production of plastic frames for the company. **BACKSTAGE** also has a second function of introducing the longstanding production techniques to potential and aspiring artisans. It is actually a significant mission of Kaneko Optical to protect the handmade tradition, inspire and encourage a future generation of eyewear craftspeople and to maintain interest in the craft throughout Japan.

A NEW DECADE FOR FACIAL INDEX AND NYC

Since opening in April of 2008, Facial Index has captured the interest of everyone from neighbors to tourists for its contemporary selection of eyewear. From the young to the middle aged, hip and trendy to old fashioned, the selection of eyewear at Facial Index appeals to many and promises to uphold what one hopes to be a timeless standard of excellence. While many will try to claim "handmade," "authentic," and "genuine," Facial Index is the real deal.

Facial Index
104 Grand St. (at Mercer St.)
New York, NY 10013
TEL: 646-492-1055

Kaneko Optical Co., Ltd.
719-2, Yachi-Ocho, Sebue-shi
Fuku, JAPAN 914-0001
www.kaneko-optical.co.jp



The beauty of handmade eyewear is that every piece feels like it has been custom made for you. There is a wide variety in choice from, and many choices in find the perfect fit no matter your bridge size or face shape.



The artisans at Kaneko Optical truly do everything by hand, even if certain parts of the process, such as drilling, require a machine.



BACKSTAGE may be a modern facility, but it is the center for a longstanding commitment to authentic craftsmanship.



Expanding "Bento" With A Meticulous Business Method

Today, many companies have cut corners to maintain business, but the quality of service has suffered as a result. FUJII Catering, a bento delivery company, has managed to reduce waste and increase profits while providing quality meals with excellent customer service.

UNDERSTANDING CUSTOMERS' HABITS

In the food service industry "leftovers" signify waste and profit loss. In four years, **FUJII Catering** reduced its daily leftovers rate from 10-14% to 2%. Tetsu Furukawa, FUJII Catering's president, says, "Knowing how much to produce reduces waste and increases profit margin, and understanding our customers' habits is an important way to reduce leftovers. I am confident that we execute this better than any other company in the same industry."

The first secret that he disclosed is simply to know the weather. If it's raining or snowing, he can make oatmeal bento and know they will sell. More people have bento delivered because they don't want to go out for lunch when the weather is bad. Also, as payday approaches and people are running low on cash, they turn to FUJII Catering for a delicious and filling meal that won't break the bank. Other high-production days usually come after Thanksgiving, New Year's, and three-day weekends. By contrast, he also knows Fridays won't be busy because sometimes people leave the office early.

In addition to controlling the number of bento they produce every day, Furukawa pays careful attention to his customers' likes and dislikes and uses that

information to influence the menu. FUJII Catering's website has a questionnaire that provides him with customer feedback, which he takes seriously. He has eliminated some dishes and added new items based on these suggestions, and ultimately he is able to provide a tasty meal that keeps customers coming back.

BEING EFFICIENT ENABLES THEM TO PROVIDE A QUALITY BENTO

Although the deadline for daily bento orders is 10am, their bento items often sell out around that time. In order to ensure they don't miss the deadline, the customers are encouraged to place an order one day prior to the delivery, and this can contribute to the efficiency of the company as well.

Furukawa's efficiency control is not only applied to the production numbers, but also to the production method; this meticulously corresponds to his constant exploration to provide a well-balanced meal. He estimates his menu as that is one bento, one item is broiled, one is fried, and one is braised. He believes the best meal has the balance of meat, fish, and veg. etables as well as mixed cooking styles. The system of broiled, fried, and braised also streamlines the bento-making process and improves the efficiency of his kitchen both facility-wise and staff-wise.

Thus, FUJII Catering has achieved cost-effectiveness and produces a great profit margin; however, what they truly want is not to increase their profit margin, but to make these bento better and better. Making a profit ultimately hinges on an important factor: providing a quality product.

BENTO'S FUTURE IN NEW YORK

Outside Japan, the concept of "boxed lunch" is a sign to reveal a set meal from a fast food shop as a plain sandwich with chips and a cookie that are served at corporate meetings. Bento is an item that is made in Japan, and there isn't an exact equivalent here in the States, Furukawa plans to make the nutritious

boxed lunch popular with New Yorkers by expanding his company's customer base. He says, "It would be great if we could deliver bento to schools, hospitals, and even airlines as a way to educate New Yorkers about the healthy benefits of bento." By using customer testimonials and expanding the daily workflow as described above, Furukawa is confident he will increase production to handle mass orders and accommodate greater demand from his target customers. "We are currently able to prepare 1,000 bento boxes in only two hours each morning, but we will be ready to make more than ten thousand the year future!"



At 99¢, a bento from FUJII Catering is one of the cheapest, yet most nutritious, meals in town.



With an assortment of items from well-balanced ingredients and cooking methods, FUJII Catering's Koko Bento can provide a beautiful lunch as well as local education.



Tetsuo Kuchino (left) is in charge of orders and deliveries and makes sure the kitchen staff doesn't make more bento than they can sell in one day. "We can increase production to handle mass orders and accommodate greater demand from our target customers," says Furukawa (right).



FUJII Catering
27 Ludlow St.
New York, NY 10002
TEL: 212-219-9405
FAX: 212-219-1171
www.fuji-catering.com

Contributing to Society by Creating Culinary Cultures

Most of you know that crab stick is an essential part of the California Roll. But do you know who invented this ingredient? It was created by the Japanese food manufacturer Sugiyu Co., Ltd., located in Ishikawa Prefecture's Nanao City.

THE DEVELOPMENT SPIRIT BEHIND

THE INVENTION OF A WORLDWIDE HIT FOOD

Sugiyu Co., Ltd. is located in Ishikawa Prefecture, a region that has traditionally cultivated a sophisticated food culture and is considered a crab country. In 1933, as soon as this company began selling a crab stick product known as "kanabiki," this completely new texture and flavor was a huge hit. Following this numerous imitation goods appeared, and today Japanese are familiar with it as "kanikama" (the abbreviation for crab flavored fish cake). Then, along with the Japanese food boom it spread around the world.

Behind the creation of this huge, worldwide hit product was the company's philosophy and development spirit, explained by Mr. Naoto Kido of **Sugiyu USA, Inc.** "Processed fish paste products like kamaboko and surimi have been eaten in Japan since

long ago. They were used in hot pot and adobo, and especially as a traditional food for working people up during the chilly fall, winter and early spring seasons. During the summer, sales fell so something needed to be done. At the same time, our company had a corporate philosophy of always creating new ingredients and contributing to society," and since our founding we have continuously brought new ingredients into the world. With these two motives, we began to seek a new ingredient that consumers could eat in the summer." This is how the light, salad-like item of kamaboko "kanabiki" was born. "Now the crab stick is not an imitation or a replacement for crab, but has been established as a part of food culture called crab flavored kamaboko."

THE BIRTH OF THE NEW PRODUCT

"SNOW CRAB LEG QUEEN"

The most recent product that Sugiyu undertook is Snow Crab Leg Queen, which is said to "go beyond actual crab." Its texture and flavor are identical to real crab to the extent that chefs mistake it for actual crab. Engineers specializing in food and environmental engineering, chemistry, microbiology and nutrition, as well as technicians with backgrounds as chefs, worked closely on its development. They identified its top of the line crab component, chose raw materials that brought out its taste and aroma, and while calculating its physical strength succeeded in recreating its tender texture.

Full-fledged seafood Snow Crab Leg Queen began this year, but market testing actually started as early as two years ago. Much time was taken in seeking to find a taste and texture that matched the preferences of American consumers. According to Mr. Kido, "The Snow Crab Leg Queen sold in America is slightly different from that in Japan. Here we don't use MSG and it is gluten free and all natural." As soon as you defrost Snow Crab Leg Queen it can be eaten. In regard to the best preparation, Mr. Kido says to keep it simple. "Japanese can eat it as if it were sashimi,



Simple dish Japanese style: Snow Crab Leg Queen can be used for elegant sushi dishes.



Simple style Western style: You can easily make "Crab Cocktail" just by combining Snow Crab Leg Queen.

adding sweet vinegar and ponzu. Americans can eat it as if it were shrimp cocktail by adding cocktail sauce and enjoying it as a delicious snack. I think it will suit the refined tastes of New York area consumers and would love for those who can tell the difference to try it." Snow Crab Leg Queen can be bought at Japanese grocery stores as well as American gourmet supermarkets.

Sugiyu Co., Ltd. (Hondokanri)
2F-1, Ingo, Fushu, Nanao-shi
Ishikawa, JAPAN 924-8603
TEL: 81-937-85-0182 / www.sugiyu.co.jp

Sugiyu U.S.A., Inc.
3280 T Ave., P.O. Box 468
Ansonia, NH 05825-0468
TEL: 150-253-8188
sug.crab@sugyu.com / www.sugyu.com



Its texture and flavor are so close to real crab that you can hardly tell they are crab sticks.



Ishikawa Prefecture: the home of Sugiyu. Known for producing an abundance of seafood. Naturally they have refined food culture.

Japanese Artisanry Meets Decorative Iron Works

Have you thought about iron as a material for drawing pictures? Mr. Hiroshi Minamizawa of Yoshiya Kobo Co., Ltd. explored how to incorporate Japanese drawing convention into European wrought iron technique, and ultimately he created a new form of iron craft.

A SNAPSHOT OF NATURAL PHENOMENON ON DECORATIVE IRON WORK

Literally translated as "flowers, birds, wind and the moon," *tsu-chi-ryō-gai* is a word that epitomizes what Japanese have adored and used in many art forms. Traditional Japanese decorative designs are characterized by themes that are found in nature. These designs are not limited to only plants and animals but also include expressions of natural phenomena without specific set forms such as wind, clouds, thunder, rain, snow, waves and flowing water. Mr. Minamizawa, the founder of **Yoshiya Kobo Co., Ltd.**, and the 10th generation of the Kyoto School Senboku Metal Company established in 1884, revamped decorative iron works from Europe by incorporating Japan's artistic legacy and perfected a style called KYOTO DEC. "We take traditional Japanese decorative patterns as the base and develop them into contemporary styles that are more accessible in a modern context," he says.

Originally European wrought iron, which is now commonly described as decorative iron works, had a certain style. During the process of its development, the style integrated drawing motifs into the ironwork patterns, something well exemplified by the Art Nouveau style. This is what Japanese craftsmanship takes pride in. Mr. Minamizawa explains, "technically it is impossible to reproduce a moment of natural phenomena on two-dimensional tools unless it is taken in a still shot. However, Japanese craftsmen can capture a snapshot of natural phenomena and express it in art forms, in this case in the form of decorative ironworks like doors, gates and partitions. This is what's drastically different from European-style ironworks."

The creation process of these designs at Yoshiya begins with the ideas and inspirations of the artist first being expressed in drawings and illustrations. They are then refined by the craftsman as he expresses them in physical form, resulting in a myriad of com-

binations of both functionality and form as integral parts of the overall artistic work.

KYOTO DEC IN NEW YORK

Within New York's modern city streets there are many old buildings, and there is much design from the art deco period that has been preserved. Yoshiya's iron work is a good match for this New York scenery Mr. Minamizawa says. "New York's old buildings are originally based on classic European designs, and they entered America as new designs. They were then incorporated into the American lifestyle, and in this context became what they are now. In the same way, I would like Yoshiya's modernized arranged traditional Japanese designs and patterns to be used in actual everyday lives." He also adds, "In public facilities like museums, hotels and restaurants, there is a theme of many people gathering as well and coming and going. I would love for Yoshiya's KYOTO DEC to be incorporated within this larger theme."

As mentioned earlier Yoshiya is not just about manufacturing and the company's strength lies in thinking beyond the design. Mr. Minamizawa asserts, "If there is a particular theme, we can think of a design and provide it for various items like fireplaces, doors and partitions. Alternatively, we can start with the desired design and use that to create wanted designs. We are delighted to meet customers' needs!" Yoshiya's iron works are displayed at Kikyo Soko, and it is possible to place orders there as well.

Yoshiya Kobo Co., Ltd.
41 Kinsaiji Inaba, Gogencho, Naniwakushi,
Kyoto, Japan 621-0037
TEL: 81-774-82-1365
Yoshiyabooks@com.net.jp
<http://deco.yoshiya-ironwork.com/page/jp/>

New York Showroom & Agent
Kikyo Soko
484 Avenue D, (bet. Macar & Queens Sts.)
New York, NY 10013
TEL: 212-219-8584
www.kikyo.com



Autumn grasses motif employed in a unique, decorative design, which also functions as the headrail of a gate. Doors and handrails are just one example of a wide variety of applications that are possible in the field of architectural design.



Yoshiya's craftsman can create even three-dimensional iron works. Here the grape motif is incorporated into a gate.



The extravagantly partition at a resort hotel captures a bird motif. Yoshiya has produced many series of architectural decorative works in metal using bird motifs.

Japanese Incense: Elegance of Ambiguity and Subtlety

Kyoto's 300-year old incense producer, Shoyeido, shares an important part of the history of Japanese incense. The story unfolded here tells how the incense culture in Japan has transformed and represented the people's craftsmanship quality.

FROM IMPORT TO DEVELOPMENT IN ACCOMMODATION WITH NOBLE CULTURE

While in Western countries incense is still considered something used specially for religious ceremonies and rituals, "it's deeply embedded in Japanese everyday life and people have devised how to incorporate incense into their lives," says Mr. Akimori Okumura of **Shoyeido Corporation**, a subsidiary of **Shoyeido Incense Co.** located in Boulder, CO. The story of incense in Japan dates back to the 8th century when it came from China along with many other imports such as Buddhism, the arts, science and medicine. Since the materials for incense, such as aromatic trees and plants, were not native to Japan, people imported them from India, China and other Asian countries. In this way, incense became a luxury available exclusively to the aristocracy of the period.

Before long they developed a way of mixing multiple scents to create their own originals. "By mixing one aroma with another, the scents became more complex and ambiguous. This is still a feature of Japanese incense," says Mr. Okumura. Soon, it became common that a certain aroma belonged to a specific family or even a certain person. The nobility then enjoyed performing lessons and infusing Chinese fabric with their incense, therefore people could know who was there without actually seeing the person. If you read poems and novels from this period, it goes na-

mely bring the classic novel *Goryō Monogatari* (The Tale of Goryō) written in the early eleventh century; you will come across such descriptions.

THE SENTIMENT OF CHERRISHING PRECIOUS MATERIALS

Technically speaking, the scents of aroma trees can be enhanced when they are warmed. From this, Japanese people created tools for using small amounts of raw material and maximizing the scents. "This resonates with the sentiment that Japanese people cherish precious things with care," explains Mr. Okumura. Also, the style they took out of actual aromatic materials was ultimately established as *Ichigo Do* (The Way of Incense) by the time of the Muromachi Era (1392-1573). This coincides with the time Japanese artistic culture bloomed in many ways distinct from the simple adaptation of Chinese cultures. For example, *Sen-Do* (tea ceremony) and *Ko-Do* (Koban flower arrangement) were both perfected during this period.

SENDO: SPREADING EASY-TO-USE FORMS

It was not until the Edo Period (1603-1867) that the familiar incense style of today spread among households. Shoyeido was founded in this period and contributed to this. A third generation member of the company especially incorporated methods of creating incense that he learned while working at the Imperial Palace in Kyoto. He applied the court's ancient tradi-



Incense burnings: common in many forms such as cones and coils.

tions of blending incense that had previously been enjoyed only by royalty. Ever since, the company has produced the finest incense by using the highest quality of natural ingredients and has kept refining their techniques.

Senko, literally translated as "stick incense" is the form that became available, affordable and easy-to-use for commoners at that time, allowing them to use incense for Buddhist practices, whether praying at temples or paying homage to one's ancestors at home. *Senko* has undergone many revisions, and nowadays there are a variety of scents and shapes to meet any purpose of use. Shoyeido presents a wide selection of traditional hand-blended incense for any occasion, and it provides a catalog and free samples to U.S. customers.

Shoyeido Corp.
1750 35th St., Boulder, CO 80501
TEL: 303-440-8000 / www.shoyeido.com



shoyeido
life with fragrance

Call for a catalog and free sample: 800-784-5476 | ShoyeidoIncense.com

Zentrip: Easing Minds to Enable Carefree Travels

As summer approaches, many of us are firming up our vacation plans. For those who are looking to take a trip but worry that motion sickness will get the best of them, fear no more as Sato Pharmaceutical, Inc. has the answer to your problems.

Sato Pharmaceutical, Inc. has created a product called **Zentrip**, which as its name indicates promises you peaceful travels. Zentrip consists of the citrus-flavored orange strips with fast-acting prevention that treat nausea, vomiting and dizziness associated with motion sickness. They contain 25 mg of meclizine hydrochloride as anti-nausea sickness substance which lasts longer than any other. It is recommended that you take one or two strips at least an hour before you begin your trip in order to expect a comfortable journey. They are ingested orally and dissolve on your tongue without water.

Sato Pharmaceutical has been a customer for almost a century, and this Japan-based company has five other locations throughout the world. All research

and development is carried out in Japan, but there is extensive information exchange with the branch offices to ascertain needs regarding future products. In America alone it sells a huge variety of over the counter medicines, including the supplement drink Yunker and the multi-symptom cold remedy Stages. With its extensive lineup of products, Sato Pharmaceutical strives to contribute to and closely support people's everyday health by offering items that are easily available at the first sign of something not feeling right.

According to Operation Manager Mr. Yoshihisa Nise, Zentrip's simple use is in accordance with the company's philosophy. Although film-type strips are not well known here in the States, he foresees them having potential popularity like in Japan. He suggests,

"For those who are worried about motion sickness when traveling, bring Zentrip as a form of protection. It is even convenient for fishing trips. Because boats tend to be a bit shaky and there is no recourse once you are out on the water, with Zentrip you can rest easy knowing you have what you need to get sick."

One box of Zentrip retails for \$5.99 and contains eight strips, and it can be found in your local Walgreens anywhere throughout the country. If just thinking about that upcoming long bus, car, boat or plane ride is making you feel queasy, why not try Zentrip to reach a more enlightened state of mind for your next journey?

Sato Pharmaceutical, Inc.
30501 Earl St., Suite 3, Torrance, CA 90503
TEL: 310-793-8505 / www.zentripsato.com

Zentrip



zentripsato.com

ALL NEW MOTION SICKNESS PREVENTION

- Dissolves quickly
- Long lasting
- Portable

Available at
Walgreens

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Sato Pharmaceutical, Inc.
30501 Earl Street, Suite 3, Torrance, CA 90503 Phone: 310-793-0591 Fax: 310-793-4616
www.sato-pharmaceutical.com or email: sato@satopharma.com



Buying Rakuten Goods While Living Abroad! They Can Be Sent Right to Your House!

Rakuten

The largest Internet Market Place in Japan, **Rakuten, Inc.**, was established in February, 1997, and is now expanding service to the world. Beginning June, 2008, "Rakuten International Sales Services" employs automatic translation and the original system, developed by Rakuten, allows customers living overseas to shop within Rakuten's Japanese market. The purchased items are directly delivered to their home with no handling fee. Thanks to that, people who live outside of Japan can receive products from Japan. Currently, they deliver to regions in nearly 70 countries.



Recommended product profile 1: "JAPAN-MADE HIGH-QUALITY JEANS"

The history of Japanese jeans began in Kyoto, located in Okayama Prefecture. The early 1960s marked the prime period of production for this style, and Kyoto became known as "the town of Japanese clothing production". In the Showa era, by utilizing Japanese clothing technology, it became the largest school uniform production area. With world-class events such as the 1954 Tokyo Olympics and the 1958 Osaka World Expo being held, it was an active period. Jeans became popular due to their young, free and open image. Nowadays, too, Kyoto grows from being a jeans producer. Currently it exists as a series of companies where it makes jeans for over 100 other companies. The vanguard of domestically produced jeans is Big John, a company which originated in Okayama. In 1965 it released "M102" as its first model, and it led Japan's

jeans industry. The world-famous, high-quality Big John manufacturing technique has attracted even overseas luxury brands, and multiple DDB (Original Equipment Manufacturer) can be cut out, in particular, the company stresses the quality of the denim material, and it would be an exaggeration to say that its weaving, dyeing and finishing techniques are the best in the world. You can find **Kojima jeans at Waki**, a jeans shop, managed by the owner of those company (Waki, which has four locations in Tokyo). It sells some casual wear, including an Levi's and Japanese premium jeans such as Denim. Waki is proud to recommend the 23-cousin jeans produced in Kyoto, Okayama, by using Kyoto technique; these jeans are produced with the motto "low price, high-quality". Because they are often the focus of special features in Japanese magazines, the store receives many calls about this product. Customers abroad should definitely experience the quality of these "Japanese premium jeans."



[SHOP] Jeans Shop WAKI
[URL] <http://en.ame.rakuten.co.jp/waki-je-rob-00/>

Recommended product profile 2: "JAPANESE MODERN TREE LAMPS"

The second recommended product is **BUNAGO** brand lamp made by processing the beech tree. **BUNAGO** is a company with a 50-year-plus history that produces items made in a beech town located in Ibaraki Prefecture, the area in Japan where they are most plentiful. It utilizes a unique production method, which involves drying the beech wood into a ribbon-like strip with dimensions of 1 mm thickness, 1 cm width and 3 m length. This is then wrapped to make a coil and, and the coiled thin plate is moved to make a variety of shapes. Because each BUNAGO product is handmade by craftsmen, it is of the highest

quality. Additionally, it is not easily combustible or warped so it can be used without worry in places where that might have led to an accident. **Japan Bridge**, a company based in Rakuten which handles not only overseas products but also many Japanese-made products, has selected lamps to recommend out of BUNAGO's lineup. The series of lamps on my quality design with a Japanese modern feel, and they are widely used in many places such as Japanese cafes and restaurants. For those who are looking for a product that will space up your interior, make sure to check out what BUNAGO has to offer on the site.

[SHOP] Japan Bridge
[URL] <http://en.rakuten.co.jp/rob000>



<http://en.rakuten.co.jp/> rakuten

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Rakuten Official Fan Page
<http://www.facebook.com/rakuten>

Providing Quality Writing Instruments for Over 100 Years.

The name Zebra is as unique as the products we sell. Zebra Pen Corporation offers an extensive line of writing instruments including ball point pens, highlighters, mechanical pencils, gel rollers, correction pens and a line of Eco-friendly products. We stand behind our name and guarantee quality, satisfaction and a great writing experience.

Legend has it that Mr. Tokumatsu Ishikawa, founder of Zebra Co., Ltd. in Japan, wanted a company name that would be memorable and also appropriate for their export business to other countries. He took an English/Japanese dictionary and, opening it Japanese style from the back, started with the "Z" words. He stopped at "Zebra".

Upon further research, Mr. Ishikawa found that zebras are gentle animals with a strong family herding instinct. This was an important attribute, since he wanted to build a business in which employees and customers were all part of a family-like culture.

This family culture that promotes quality and dependability continues to this day and will always be the guiding force behind the products we sell.

Zebra writing instruments include the well-known F-301 "Original" Stainless Steel ball point pen that has been embraced by consumers for years. Zebra's Stainless Steel line of products also includes the F-402 and F-701 ball point pens. Each offer their own unique stainless steel style and durability. The G-301 Gel Retractable transforms the stainless steel design into a smooth writing and dependable gel pen.

The smooth and dependable writing of Zebra's Sarasa Gel Retractable continues to be a favorite among users of gel pens. Great for the office! The variety of Sarasa ink colors is a perfect way to express yourself and truly personalize your written messages.

These and other great Zebra writing instruments can be found at most retail locations selling office supplies.

For more information, visit www.zebrapen.com



Make a statement...in writing™

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"Irasshaimase" to a Japanese Grocery Store!

The first thing you hear upon entering a Japanese grocery store is the cheerful greeting "Irasshaimase" from the staff on all corners of the floor. If you ever wondered what it means, "Irasshaimase" literally translates to "welcome" or "please come in and have a look". Due to Japanese custom, it means so much more than that. It is an endearing expression to show appreciation to each customer who comes into their premises. Here in the U.S., we rarely hear so much as a "hello" at grocery stores, but Japanese grocers in the U.S. have not forgotten that customers always come first and that their businesses cannot exist without customers. There are three Japanese grocery stores in New York that operate with this traditional spirit, and they are always eager to help make their customers' daily lives just a little bit easier.



Sunrise Mart

We have been serving the community in Lower Manhattan since the early 90's. It is our goal to provide essential items for your daily life such as groceries and household products. We invite you to come and check out our lunch boxes, selected organic vegetables and a wide variety of snacks. We also offer home appliances in both locations!

Soho store
404 Broome St.
Ebt. W. 42nd St. & W. Broadway
Tel: 212-259-6033
Hours: Everyday 10:00am-10:00pm

East Village store
4 Supreme St. 2nd fl. Ebt. 9th St. & 3rd Ave.
Tel: 212-586-3090
Hours: Sun/Thu 10:00am-11:00pm
Fri & Sat: 10:00am-12:00am



Nara Japanese Foods

Located in the suburban community of Port Washington since 1993, we are proud to provide healthy food choices and Japanese comfort foods to the residents in the area. Come and enjoy our fresh sushi for take-out! Our carefully selected seafood is imported from Japan twice weekly by air, and sushi is prepared on-site upon your order.



14th Mass St. Port Washington
Tel: 516-963-1536
Hours: Mon-Fri: 10:00am-9:00pm
Sat: 9:00am-9:00pm Sun: 10:00am-7:00pm



Katagiri & Co., Inc.

As the oldest Japanese grocery store in the U.S., we have been promoting Japan and its products to the community since our establishment in 1967. We hope that every family in New York will have healthy meal choices with quality Japanese food at their dinner table everyday. Monday and Thursday are our weekly "Fish Day", when we provide fresh fish from the sea at discounted prices. The 29th of every month is "Meat Day", when we butcher and prepare Washu beef on-site for sale.



234 E. 59th St. Ebt. 1st & 2nd Ave.
Tel: 212-757-7336
Hours: Everyday 10:00am-9:00pm



STAR WARS™

LIGHTSABER CHOPSTICKS SETS SERIES 2



Suitable for eating sushi or defending the galaxy, the chopsticks' lightsaber blades are cast in translucent material. All new chopsticks sets (green Luke Skywalker lightsabers from Return of the Jedi, red Darth Maul lightsabers from A Phantom Menace, and all new purple Mace Windu lightsabers from Attack of the Clones and Revenge of the Sith) measure over 9" long, and a special bonus connector piece lets you turn the Darth Maul chopsticks into a fun double-bladed lightsaber! Like the first series of lightsaber chopsticks, each new set includes translucent Star Wars logo chopstick rests. Colorful and exciting, the lightsaber chopsticks are fun for the whole family!

KOTOBUKIYA

For more information visit the

www.KotoUS.com



**DARTH MAUL, &
LUKE SKYWALKER (OPN) SET**

**DARTH MAUL, &
MACE WINDU SET**

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Shop Guide

The following is a list of shops where you can buy Japanese goods, services and etc.

Coupon available at www.chopstoblog.com

FASHION

Upper West **Bizé Kato**
475 Lexington Ave. 3rd Fl. 10017-32
(212) 224-4473 **Clothing**

Upper East **Elly Kiyon**
13 E. 74th St. bet. Manhattan & 1st Ave.
(212) 252-0543 **Clothing**

Upper East **Seigo Accessories**
1215 Lexington Ave. 2nd Fl. 10017-32
(212) 694-4276 **Accessories**

Upper East **SEIGO NIDOMEKAWA**
1215 Lexington Ave. 2nd Fl. 10017-32
(212) 694-4276 **Accessories**

Midtown East **BLOOM New York**
20 E. 46th St. bet. 4th & 5th Ave.
(212) 693-0053 **Jewelry**

Brooklyn **Ripple**
 Japanese inspired contemporary independent artist with 20 years of experience. Ripple is a contemporary artist, fine jeweler and a full-time fashionista. Her work features vintage styling, vintage techniques, through a series of her original designs.

80 Madison Ave. 10th Fl. 10017-32
(212) 693-0053 **Jewelry**

East Village **ABIGAY**
100 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

East Village **Local Clothing**
300 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

East Village **Takao T**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

East Village **Takao Joe**
300 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Auth**
75 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Accessories**

Lower Midtown **Fogalisters**
100 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Accessories**

Lower Midtown **Jumbo Postcards**
300 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Esau's Closet**
11 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Medicine Kibiki**
300 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Muska Music**
11 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Mika Intimate**
11 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Elly Kiyon**
13 E. 74th St. bet. Manhattan & 1st Ave.
(212) 252-0543 **Clothing**

Lower Midtown **Takao**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **UNKLO**
300 W. 14th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Tanaka**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Yelp Yamanaka**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Takao**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **J-Pop Culture**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Jan Fashio & Accessories**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Ginkgo Books**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Mitaka Comics**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Book Off**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Bumoku**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Mitaka Comics**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Cosmic Comics**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Image Anime**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **AC Goods**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Partially Plastic**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Jan Mori**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Kim's Video BL Market**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Se-Market Goods**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Southern Moon**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Top Tokyo**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

Lower Midtown **Water Garden New York**
11 E. 10th St. bet. 1st & 2nd Ave.
(212) 693-0053 **Clothing**

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FOOD DRINK GROCERY

RESTAURANT REVIEW

RESTAURANT YAMAGUCHI / KIRAKUYA / NEGIMA

ASIAN RESTAURANT REVIEW

ACELUCK

LET'S EAT THE SEASON VOL.1

GREEN ASPARAGUS

THE KURAMOTO

SakeOne

LISTINGS

JAPANESE RESTAURANT

OTHER ASIAN RESTAURANT

GROCERY & SAKE

JAPANESE / SUSHI

Restaurant Yamaguchi

13 Main St., Port Washington, NY 11052
TEL: 516-465-9080 Lunch: Tue-Fri 12-2:30pm
Dinner: Tue-Thu 5:30-10pm, Fri 5:30-10:30pm, Sat 5-10:30pm, Sun 5-9:30pm

Upon entering the restaurant, you'll be surrounded by a warm atmosphere and feel as if you were in a big family dining room. Serving a full array of Japanese comfort foods, **Restaurant Yamaguchi** has been a gathering place for Port Washingtoners for the last 22 years. From sushi and sashimi to small dishes and hot pots, they make any Japanese food you can think of and in generous portions! "Our regular customers already have their own favorite menu, but I would say *teriyaki*, *shabu-shabu* and *grilled cod* are the most popular items, besides *sushi*. Children love *chicken teriyaki*," says Ms. Yamaguchi, owner of the restaurant. During lunchtime, the restaurant provides a casual and cheerful feel, and their *Lunch of the Day* is especially well-loved. For example, there is the *Maki-noodle Bento* (bento with an assortment of savory dishes) on Wednesdays and *Assortment of Sushi with Udon Noodles* on Thursday. At dinner time, the ambience turns more traditional, and staff in *kimono* invite you to enjoy an authentic Japanese dining experience. Encompassing both casual and traditional, Restaurant Yamaguchi never fails to make customers want to come back.



SHABU-SHABU



Yamaguchi's *shabu-shabu* is a winter specialty featuring a delicious Japanese delicacy that can be enjoyed year-round. The kitchen, thinly sliced beef and vegetables are cooked in boiling broth at the table. It starts with two types of dipping sauce, including "congee" sauce and full-bodied "congee" sauce."

3 Best Sellers

- **Grilled Miso-Rice** (Purchased Grilled Cod) \$17
- **Chicken Teriyaki** (\$12-16 in 10 pieces) (\$15 (dinner only))
- **Teriyaki 214** (in 10 pieces) (\$15 (dinner only))

SAKE BAR / JAPANESE


Kirakuya

2 W 32nd St., 2nd fl., New York, NY 10001
TEL: 212-695-1133 / www.kirakuya-ny.com

Lunch: Mon-Fri 12pm-3pm; Dinner: Mon-Fri: 5:30pm-12am; Sat-Sun 5:30pm-3am

If you can find the entrance to this hole away in the heart of Helltown, you'll have the luxury of experiencing great pairings of sake and one of a kind *sakaya* dishes. Mr. Kento Akaboshi, sake distributor and experienced sake sommelier, pro motes **Kirakuya** in hopes of creating a relaxed atmosphere to cater Japanese sake to New Yorkers. The sake list here features 120 brands and is conveniently divided into four categories on the menu: smooth, aromatic and special. This helps customers to choose their favorite; however, if you're looking for the perfect marriage of sake and food, it would be better to ask Mr. Akaboshi and his trained staff members for advice. "Each person has his own taste and even it changes depending on the mood of the day, his health condition, etc. So, sake pairing is extremely delicate," he says. What compels his philosophy is the food here.

Chef Michiko Kanaga, who was trained in Japanese and Italian cuisine, creates wonderful dishes, which are carefully prepared to complement sake. All foods are reasonably priced to encourage customers to experiment with sake pairings. If you are an inexorable food and sake lover, **Kirakuya** is the place to go.



ASSORTED FRESH VEGETABLES & PROSCIUTTO



Slightly grilled vegetables are served with delicate creamy anchovy sauce and topped with melting prosciutto, exquisitely melting in your mouth. "The entire dish is color green and really well with dairy like cream and cheese. So, it's a perfect dish to pair with the sake of your choice," suggested Mr. Akaboshi.

RAMEN / JAPANESE


NEGIYA

51, 32nd St. (bet. Madison & 33rd Ave.) New York, NY 10001
TEL: 212-695-2222

Lunch: Mon-Fri 11am-6:30pm; Dinner: Mon-Fri 5:30pm-11pm

How did your favorite lunch spot become even better? **Washoku Café**, now called **Negiya**, is open for dinner and has added ramen to the menu—it is blossoming into a full service restaurant in the evening (NYC). The menu features three popular staples: *tonkotsu* (pork-based soup), *miso* (miso paste-based soup) and *shoyu* (Soy sauce-based soup). If you order the savory *tonkotsu* ramen, you can accommodate your taste with two flavor densities: rich or light. The rich *tonkotsu* is made of 100% pork soup and unfolds the fullest and most complete aroma with every spoonful. The broth is left to simmer for hours, creating a deliciously creamy texture. This option is favored by evening customers after an intense "after work drinks" session! At the other end of the spectrum, the light *tonkotsu* half pork soup half chicken soup, is a better-suited option for people who prefer a more subtle taste. The total bliss experience would not be complete if you didn't try the amazing homemade pastries that Negiya offers for lunch and dinner. The caramel pudding, pear & almond tart and green tea cheesecake could compete with any high-end restaurants in the city.



TONKOTSU RAMEN



The *Mikawa* (art noodlehead) favorite is now springing its doors for dinner from 5:30pm until 11pm. Its menu which covers just 200, the staples are cooked to perfection and combined with creamy soft-boiled, sprouts beans, tender chashu, soy sprouts and a delicious hard-boiled egg.

3 Best Sellers

- Assorted Fresh Vegetables & Prosciutto \$5
- Yuzu-Aoi Musubi \$4
- Salmon & Panko Chicken-Fish (over) \$4

3 Best Sellers

- Rich Tonkotsu Ramen \$10 \$14
- Miso Tonkotsu and Pork Gyozo \$4
- Fried Free-range chicken wings, scallop and pepper \$7

West Village	Sato
200 E 7th Ave. #10 (at 1st Ave.) 212-464-6289	\$450 <small>212-464-6289</small>
West Village	Sushi Munko
230 Hudson St. (at 1st Ave.) 212-675-5555	\$140 <small>212-675-5555</small>
West Village	Tenno Sushi
175 Thompson St. (at 1st Ave.) 212-675-1234	\$120 <small>212-675-1234</small>
West Village	Uchiyokosawa
230 E 7th Ave. #10 (at 1st Ave.) 212-675-5555	\$200 <small>212-675-5555</small>
West Village	YAMA-ya Corralle St.
230 E 7th Ave. #10 (at 1st Ave.) 212-675-5555	\$110 <small>212-675-5555</small>

East Village

East Village	Ashige
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	American & Asian Sushi
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	BOBA STATION
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Cho-Ae
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Choyan
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Comp-Ra
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	GO Restaurant
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Gyo-Kaku
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Haruki
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	IPPUDO NY
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Japanese
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	JINRO BAKO
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Kanji Somen House
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Kanasa One
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Kanashiki
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Kanika
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Kyo-Ya
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Matsukado
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	May One House
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	May's Place Sushi
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Munko-Ten
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	MINCA
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Nami
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>
East Village	Noodle Cafe Duo
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Nori
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Oni Fresh
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

East Village	Onishi
101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

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101 E 1st Ave. #10 (at 1st Ave.) 212-675-5555	\$180 <small>212-675-5555</small>

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Place 6 Fried Rice (Fried Rice of the day & Fried Rice Skewer)



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212-354-2156 / www.inakaya.com
Lunch: 11:30am - 2:30pm (Mon-Fri)
Dinner: 4pm - 11pm (7 days)

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Manhattan	
Manhattan	ADDS NOT GOOD
400 Lexington St. (at Hamilton St.)	\$150
Manhattan	Bacon
112 Thompson St. (at Ave. C & Ave. D)	\$120
Manhattan	Quickly Shakes Shakes
125 Canal St. (between St. George St. & Canal St.)	\$150
Manhattan	Seagray
17 Dundas St. (at Dundas & W 10th St.)	\$120
Manhattan	Seeds & on Chosen
21 Street 101 (between E. 10th St. & Avenue C)	\$120
Manhattan	Southern Restaurant
1200 Ave. C (at Prince St.)	\$120
Manhattan	Soy
100 Ave. C (at Avenue C & Ave. D)	\$120
Manhattan	Substrate
210 Ave. C (at Avenue C & Ave. D)	\$120
Manhattan	TahoeLake Tahoe
100 Ave. C (at Avenue C & Ave. D)	\$120
Manhattan	Taiyo Lunch
100 Ave. C (at Avenue C & Ave. D)	\$120
Manhattan	Taste
100 Ave. C (at Avenue C & Ave. D)	\$120
Manhattan	Taste
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	
Brooklyn	1 as 1
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Blue Moon Soda
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Boca
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Carlo
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Rekoko
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Robbie
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Iron Chef House
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Kappa Soda House
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Ki-Sushi
100 Ave. C (at Avenue C & Ave. D)	\$120
Brooklyn	Miso
100 Ave. C (at Avenue C & Ave. D)	\$120

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Other Asian Restaurant Guide

\$\$\$ Average price for entree when you add a drink, tax, and tip



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21 St. Marks Place bet 3rd & 4th

Zen

CHOPSTICK'S PICK ACELUCK

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Family owned since 2003, **Aceluck** serves traditional Thai cuisine in a casual setting that is perfect for a tasty lunch or after work happy hour. Located in Hell's kitchen, the restaurant's yellow and green decor reflects the fresh herbs, like lemongrass and kaffir lime, used in many of the dishes.

Of the six restaurants owned by the Watana Supap family, **Aceluck** is the most traditional maintaining the principal that Thai cuisine is a balance of salty, sweet, and sour flavors with an added kick of spice when necessary. While green curry with chicken, grilled marinated pork and pad thai are some of the restaurant's most popular dishes, waiters should also try the roasted duck over rice, a dish inspired by the street food of Bangkok. Roasting results in moist, succulent meat, which is coated in

a rich, slightly sweet, brown sauce. Another excellent selection is the *Grog Krua Goong Supaporn*. Beginning with a red curry base, this tropical dish is a combination of pineapple, cashew nuts and shrimp, providing a surprising balance of flavors and beautiful colors.

While the \$7.95 lunch specials are extremely popular with neighborhood locals, happy hour, occurring from 4-6pm daily, is a great opportunity to enjoy 50% off all beer, wine, sake and cocktails like the 8th Avenue Margarita, which is a blend of lime juice, triple sec, tequila and grenadine. The **Aceluck** sampler that includes shrimp rolls, chicken curry gulfs and vegetable dumplings is the ideal snack to share while sipping your cocktails. Relaxed, delicious and inexpensive, **Aceluck** is a place to meet up with friends and enjoy



Appetizers at the **Aceluck** Sampler and the signature 8th Avenue Margarita and Grog Krua Goong cocktail each other with sweet and spicy flavors.

Green papaya salad spiced with chili, shrimp rolls, roasted duck and grilled marinated pork represent the diverse colors and flavors of Thai cuisine.



Aceluck
536 9th Ave.
(bet. 38th & 40th Sts.)
New York, NY 10018
TEL: 212-654-7053
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Let's Eat the Season

-Green Asparagus-



Eating seasonal ingredients is the easiest way to enjoy their true flavors and nutritional benefits at their best. In *Chopsticks NY's* new series, "Eat the Season," Japanese cooking instructor/food consultant Misako Sassa shares easy recipes using seasonal ingredients and Japanese cooking techniques. This month, we feature green asparagus, which is in season starting mid-April and lasting for about two months. Green asparagus has an abundance of folic acid, vitamins A

and C, and potassium, and it's also a good source of dietary fiber. In *Beef Roll with Asparagus & Shiso*, Misako seasons it with the holy trinity of Japanese seasonings: sake, soy sauce, and mirin, creating a savory and sweet flavor with a bit of nuttiness from the caramelization. She also uses *shiso*, a type of herb commonly used in Japanese cooking, to add a refreshing aroma. Like sushi rolls, this dish is beautiful when cut, showing layers of asparagus, shiso leaves, and beef.

Beef Roll with Asparagus & Shiso



(INGREDIENTS) (serves two)

- 8 slices of thinly sliced beef
- 8 fresh green asparagus stalks
- 8 shiso leaves*
- 1 tbsp sake
- 1 tbsp soy sauce
- 1 tbsp mirin*
- 1/2 tsp sesame oil
- 1/4 cup ponzu*

*Lemon wedges and roasted black sesame seeds for garnish

*Shiso leaves, ponzu, and mirin are all available at Japanese grocery stores

(HOW TO COOK)

1. Clean asparagus by peeling stalks one third from the ends.
2. Blanch asparagus in big pot of boiling water for 2 minutes.
3. Quickly shock asparagus in ice water.
4. When completely cooled, spread asparagus on paper towel and pat dry.
5. Cut asparagus stalks in half.
6. Lay one slice of beef with three leaf and pair of head and stem parts of asparagus.
7. Roll beef around asparagus, making very tight roll just like cigars.
8. Heat a little sesame oil in frying pan. Place beef rolls seam-side down and pan-fry them, rotating until all sides are browned.
9. Once browned, pour in sake, soy sauce, and mirin.
10. Cook until most of the liquid is gone, shaking pan to let liquid coat rolls.
11. Let rolls cool for 5 minutes before cutting them in half.
12. Sprinkle with black sesame seeds and drizzle ponzu. Serve with lemon wedges.



Tip: when rolling the beef, roll as tight as possible — think Cigarón cigar! You can use thinly sliced pork as a substitute for the beef.



MISAKO SASSA, Japanese cooking instructor/food consultant. Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.
TEL: 646-363-9923
Website: japanesecookingclassnyc.com
Cooking notes: <http://page.com>



Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

Coupon available at www.chapchop.com

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SAKEONE



When **Momokawa Brewing, Inc.** in Japan and an American entrepreneur/sake importer joined forces in 1998 to create the first American-operated Sake Brewery called **SakeOne**, no one knew it could have such an impact on the industry. "While we put importance on the history and sake traditions in Japan, we make sake from an American perspective in that we want people to have sake with everything, not just Japanese food," explains Mr. Dewey Wedington, Vice President of Marketing. It was this juxtaposition of the two different worlds that allowed

SakeOne to rise to the top of their game and become a Premium "Ginjo Grade" Sake maker that's been grabbing same attention with the G Sake and the Momokawa Organic Sake series in the ambibe world these days.

The brewery is located in Forest Grove, Oregon, specifically chosen for the pristine, soft, natural water supply that lab tests proved was remarkably similar to the waters used by their partner company, Momokawa Brewery in Aomori, established in 1827. The

sake is carefully tended to by master brewer Greg Lorenz, a highly trained sake brewer who apprenticed at Momokawa Brewing Japan under the direction of master taji Toshiro Kikawa. Like any great brewery though, Mr. Wedington says the ultimate goal for SakeOne is "to make the best sake that can be made in America with the best resources here."

One of their popular brands, G Sake Junmai Ginjo Genshu has all the traits SakeOne is known for: The full-bodied, complex flavors and the spicy aromas make an excellent match for everyday foods found in America, from pizza to hamburgers, and even, of course, Japanese food. A new brewery has its own charms, one of them being that innovation happens at rapid speeds and SakeOne is no exception. To be the first to experience the exciting changes happening in the brewery today, make sure to grab a bottle of Momokawa Organic Ginjo Junmai today and keep exploring the Momokawa sake in the coming months and see for yourself.

SakeOne
870 Elm St.
Forest Grove, OR 97116
TEL: 503-367-1000
800 460-SAKE
www.sakeone.com



Momokawa Sake Brewery
Kamematsu 181, Otsu-shi, Kamakura-gun
Aomori, Japan 030-0051 / TEL: 41-176-18-0001

THREE THINGS YOU SHOULD KNOW ABOUT SAKEONE

Tradition Of Sake Making Comes First

Although the distillery is based in Oregon, Japanese sake-making traditions are held in sacred respect. The distillers observe sake-making, learned from the masters in Osaka, as both a family and independent view the complex process in the brewery in Oregon.



Made in Oregon: The company's goal is to make the best sake that can be made in America. That includes gathering the finest ingredients, starting with water. Oregon is one of the finest in the country in a safe, sweetest tap out of the tap, with sulfur mineral components to waters found in Japan. They also craft to use the best, can participate in their advantage in leveraging the American market, producing like the will-growth every day. SakeOne in America.



It's Resource Provider For Sake in America

Lacking the resources and support network for one brewing in America, SakeOne had to rely on their Japanese partners and their own skill and vision for a long time. Today they have become the leading resource center for all things sake in the US. Their first goal is to provide the best possible information to the brewing industry. SakeOne series is just one of the information resources.





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Hayato Hishinuma



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Harmonizing Premium Sushi and Shochu

Although there are countless *wabi* restaurants in NYC, it is hard to find ones with the same quality as Japan's top *sushi* restaurants. Due to its authenticity, *Sushiden* in New York has been valued for decades. *Sushiden 6th Ave.* recently finished renovating and opened their doors to waiting NY customers. At its opening, they included Suntory *Karumaru* as one of the carefully selected beverage items that create the best harmony with their delicate dishes. We asked Mr. Masayuki Nakano, executive *sushi* chef and manager, how *Karumaru* complements their exquisite food.

What kind of alcoholic beverages do you carry to accompany the food here at *Sushiden*?

We have 16 kinds of *sake* and 6 kinds of *shochu*, as well as beer and wine. As for *shochu*, we have *mugi* (barley), *ame* (sweet potato), and *karume* (rice) based *shochu*.

Is *shochu* popular among your customers?

I don't think it's fully appreciated by our Japanese customers. To be honest, most of our non-Japanese clientele still prefer *sake* to *shochu*. As a restaurant that serves both quality dishes and drinks, I think it's our mission to tell customers about the beauty of *shochu*.

Can you describe how *Karumaru* tastes?

First of all, when drinking *shochu* people enjoy its aroma. Since each person has his/her own taste I can't really generalize, but it is often said that Japanese people have a tendency to start with lighter aroma *shochu* like *mugi* or *karume* based ones and then gradually move to deeper aroma and finally end up with one like *ame shochu*. So for *shochu* beginners, *ame shochu* is generally difficult to start with. But *Karumaru* boasts a milder and more round flavor compared to other *ame shochu*. It does not have a strong aroma that overwhelms you.

What would you pair *Karumaru* with from your menu?

Usually *ame shochu* is considered to go well with thick flavored dishes, and I think white meat *sashimi* and other subtly flavored fish might be overpowering by the characteristic aroma of *ame shochu*. In order to keep a good balance, I would pair *Karumaru* with fatty tuna or salad style dishes tossed with spicy dressings.

Can you think of any seasonal items that go with *Karumaru*?

Bonito would be good. If you eat it with refined soy sauce with a bit of a garlic accent, that's divine.

What would you recommend as the best drinking style to enjoy *Karumaru*?

It's tedious to dilute *Karumaru* with a flavored drink or citrus juice because such mixtures will destroy its flavor. So I choose either on the rocks or *oyu* (warm diluted with hot water). Enjoying its aroma is the heart of *ame shochu*. In this sense, *oyu* can be the best.



Karumaru's subtle rice flavor and clean finish are perfect with fatty Blue Fin Tuna, crisp Amberjack and amazingly melting King White Salmon.



All the sushi chefs at *Sushiden* including Mr. Nakano (right) and Mr. Nakano (left) come from Japan and serve the highest quality sushi.

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Sake to Celebrate With "Nambu Bijin"

When you enter into Japan or you have a feeling of Japan and you want to sample or share. Maybe it's because the making of sake originated in temples and shrines. There is a strong belief in the movements and breathing of the heavenly waters. This is likely something that overflows from appreciation toward the god of nature. "Nambu Bijin" is a premium sake made with only water, rice and koji. With high quality local water and Adachi rice produced from the water, good sake is brewed. Each glass of sake is valued and there is a feeling of gratitude toward the farmers who cultivate it. "Nambu Bijin" is seriously produced, each individual bottle is made with love. The sake is perfect for your special day. Why not drink this celebratory sake with someone important to you or on your own while giving thanks for today?

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Mastering Salmon the Japanese Way

Full of practical techniques and unique approaches, the Gohan Society's lecture and workshop entitled "Mastering Fish the Japanese Way: Salmon" amazed NY's top chefs.

Fish and seafood are consumed throughout the world, but Japan enjoys them much more than any other country. Accordingly, it has well-established cooking techniques—*sashimi* is not merely sliced fish but involves much more sophisticated methods to make it fresh and tasty. This year the Gohan Society is holding a fish-themed lecture and workshop series for culinary experts. On April 19th the fifth installment in the eight-part series was held, and this time the theme was salmon.

Although salmon is one of the most popular seafood in the world, the unique cooking techniques introduced here thrilled the culinary experts in attendance. Toshio Suzuki of Sushi Zen, one of the advisory committee members of the organization, gave a lecture and demonstration. First, he talked about particular parasites in salmon

and their treatment. "Understanding bacteria contamination and parasite issues are often overlooked in this country, but this is extremely important in order to serve safe and tasty raw fish," said Chef Suzuki.

Afterwards he demonstrated the cutting of whole salmon and shared recipes for specific parts of the salmon such as *Deep-Fried Gill*, *Pickled Mefun* (salmon kidney), *Vinagar Marinade Gunkle*, and *Needles made from Nakauchi* (fatty salmon meat scraped from the bone). What was presented inspired many participants from cultures where the whole fish is not usually used.

In the second part of the workshop, everyone moved to the kitchen for actual salmon-cutting practice. Chef Suzuki examined the participants' *bascho sabaki* (knife technique) and how they placed all the sectioned parts on a tray. All participating chefs were

working on their respective salmon with excitement. Chef Eric Barnes of BILT Steak shared what he learned: "Breaking down the head, using it dry out and frying the gills was very interesting. How Chef Suzuki approaches breaking down the fish is actually different from how Western chefs would approach it," Chef Edwin Ballester of Merrell Wine Bar & Cafe said, "I love the total utilization of the fish. I don't utilize as much of the fish as I probably could or should. It's really fantastic."

To conclude the workshop, *Kesa-pu Nabe* (hot pot salmon stewed in a *chama* and sake tea-based broth with vegetables) was served up and participants tasted what they learned about.

The Gohan Society
321 W 35th St., #1C New York, NY 10018
TEL: 212 305 3938 / www.gohansociety.org

Time Line



▲ Chef Suzuki of Sushi Zen gave a lecture and demonstration on salmon and showed the uniquely Japanese approach toward the fish with NY's top chefs.

▼ Salmon *nakauchi* (fatty salmon meat scraped from the bone) is breaded into the noodles.



▲ The chefs were focused on how Chef Suzuki prepared the salmon.

▼ Chef Suzuki checking the work of Chef Emily Lemos of Doremi. Left: Chef Ben Holliger of Oceano working on the second salmon course. Right: All of the fresh salmon was provided by Sun World, the primary seafood distributor in the United States.



LIFESTYLE

STYLE FROM JAPAN

PANAMA HATS AND BOATERS IN STYLE

LANGUAGE: SENSEI INTERVIEW –VOL.2–

KAORI IBUKI (HILLS LEARNING)

JAPANESE BOOK RANKING

TRAVEL

BOOZE IN TOKYO

ENTERTAINMENT

MIYAVI'S WORLD TOUR HITS NYC

LISTINGS

BEAUTY

HEALTH

SCHOOL

STYLE FROM JAPAN

PANAMA HATS AND BOATERS IN STYLE



From the late nineteenth until the late twentieth century, a hat was an essential accessory for the well-dressed Japanese gentleman. However, the popularity of hats began to dwindle in the 1970s, and they had almost completely disappeared from the fashion scene by the 90s. Baseball and knit caps have replaced the formal hat's position during the intervening twenty years, but today the hat is making a comeback.

Unlike the old days, when gentlemen wore hats for formal occasions, today's stylish hats are worn in casual settings and appeal mostly to young male and female followers of fashion. For this summer season, Panama hats and boaters made of natural materials are especially trendy. The boater became popular among girls in their late teens and early twenties so quickly because it is not as expensive as other hats for men and is an easy stylish accent. For example, the boater can make even casual resort fashion look sophisticated.

In contrast, male hat aficionados are a little older and mostly in their twenties and thirties. "Hats were loved by only a few fashion fanatics until a few years ago, but I have seen them drastically gain in popularity these days and celebrities and trendsetters have started wearing hats in public. I believe that this trend was influenced by the popular men's brand WOOD-MARK's styling, which is often described as 'rude boy style.' Boaters and Panama hats perfectly fit this style," explains Mr. Masahide Miyazawa, spokesperson for the men's fashion brand Rayline, Inc.

Whether it's springing up girlie fashion or perfecting rude boy style, Panama hats and boaters are now creating a trend in Japan—a trend that might soon spread to the U.S.

—Reported by Akari Minori



Black Minori writes in Japan and writes articles and books on cultural trends and fashion issues.

Get Ready For Summer With CERA Showerhead

We all know how important it is to protect our skin from the harsh UV rays as we approach summer. But for some reason, we tend to overlook that our hair is prone to just as much damage if nothing is done to protect it. Like our skin, the UV rays destroy the melanin, making the hair brittle and weak. If the hair is color-treated, the damage is even worse. Combine that with the salt water of the beach and you have a disaster waiting to happen. So what is one to do to come out of the summer with shiny, beautiful hair? According to Ken at Salon Vija, the key is to restore the hair's health even before we enter the summer season, and the **CERA Showerhead**, that is specially designed to produce negative ions, is the perfect solution.

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smic-balls that break down the water particles into small negative ions which allows the particles to reach deeper into the core of the hair hydrating each hair cell from within. This also smoothes out the cuticles on the surface, shielding the hair from the penetration of UV rays. The hard water in NYC is not so good to our skin or hair to begin with, but the CERA showerhead can turn your regular shower water into a softer kind of water that is more gentle and nourishing, so you are not only protecting your hair, but also being kind to your skin, which makes this showerhead the ultimate beauty secret.

Salon Vija is currently offering the showerhead for \$300, and it lasts for a lifetime. Considering how great you will look and feel with this showerhead, it is a money investment.



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SENSEI INTERVIEW, VOL.2

"WE CREATE SPECIAL JAPANESE LESSONS TAILORED TO EACH STUDENT'S GOALS."

Karen Haku (Hills Learning)

What is your philosophy of teaching Japanese?

For private lessons, the curriculum is based upon the students' previous knowledge of Japanese, background, needs, and goals. For true beginners, we start from scratch with "a-i-u-e-o." For intermediate students, we talk to the students about their strengths and weaknesses. In group lessons, we focus on grammar, vocabulary, reading, and speeches.

What are the unique ways you teach Japanese language?

We conduct private lessons and group classes where we find the aim of the class. We use specially developed teaching method called "SMBL," which is

choices, speaking, writing, interaction, reading and listening. We believe that you must practice and use all five of these skills to truly learn a language. Next, we hold a variety of events for language learning both inside and outside of the classroom such as sake tasting and networking events. In addition, we offer a new class called "Society Speaking" which focuses only on speaking and includes some improvisation techniques.

How do you encourage students if they encounter some difficulties?

It is a part of learning, there are difficulties at some point. The most important thing is to keep working at it, even if you are feeling discouraged. You must have

some "necessity" that encourages you to learn. You must set short-term and long-term goals, for example, the Japanese Language Proficiency Exam. To encourage our students, we have our own custom curriculum where we create a 10-week curriculum for the student to help them make individual goals.

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"SUTEKI DESU NE"

How do you say "you're beautiful" in Japanese? Most people say "kawaii desu ne." Let me suggest you to "suteki desu ne." It is more casual because "kawaii desu ne" is too direct of a statement about your face or body. But "suteki desu ne" can be a compliment about your clothes, shoes, hair, hairstyle, etc. and it's not too direct.

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Japanese Book Ranking data provided by Kinokuniya Bookstore

"CRIME" LEADS BOTH NON-FICTION AND NOVEL

HARDCOVER TOP 5 IN JAPAN (5/10-16)

Book title	Author	Publisher
1. Habakurimagara	Yodanisae Goto	Tokuyamashin
2. Nihonkeizai no Shinjitsu	Jiro Shinto/Waka Shinto	Gentokai
3. Taishokan Tanka no Shin Shokusan	Tsuda	Yamato Shobun
4. KOH Sansuiki Kenkyu Guidebook	Fukuy Editorial Dept	Kadokawa
5. SQ& (ROCK)	Maria Morioka	Shinshinsha

PAPERBACK TOP 5 IN JAPAN (5/10-16)

Book title	Author	Publisher
1. Kokuhaku	Kanao Minato	Publishers
2. Koshiku no Haru	Yoshida Sachi	Publishers
3. Tokyo-jima	Nakano Kanao	Shinchosha.
4. Sotsugyou	Kagei Higashino	Kadokawa
5. On the Beach at Sunset (Oshi no Ko)	Nakano Kanao	Shinchosha



THE UNIVERSITY OF CHICAGO PRESS

Tadatsuna Goto, was once the Godfather of Japan's organized crime and insurance in politics and business circles. Now he has resigned and entered the Buddhist priesthood. "Heikanshōgō" (I beg your pardon, but...) is his autobiography revealing his philosophy, reason for his resignation, and the truth behind the scandalous incidents. It reveals who he really is. (Rank #1)



11/15/05, 11:11 AM

The leading figures in Japan's crime novel genre, and Edgar Award nominee, Keiichi Kinna, gives another shocking story. When a lone female ship gets wrecked, the female protagonist (who is an islander) discovers that all the other 31 survivors on the island are male. She becomes feared at first but gradually wins the love of being desired. (Pp. 132)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



THE SECRETS OF NOH MASKS by Michiozo Ueda
NoH must be one of the world's simplest forms of theater. But within this simplicity lies an infinite range of expression. The NoH mask is an iconic representation of NoH aesthetic principle. The NoH mask seemingly has one set expression but the subtle movements of a talented, well-trained actor bring out a full range of emotion. This book presents 32 models as representative samples. NoH acting in procession are shown to be subtle to the contrary.



EDD: ARTS OF JAPAN & EAST ASIAN ART



Edo Japan's capital for 300 years before it became better known as modern day Tokyo. Formed after the victorious unification of Japan by Tokugawa Ieyasu in 1615 Edo's many canals made it a veritable Venice of the East and one of the great cultural capitals of the world. Preserved in this beautifully illustrated book is a record of the art, culture and history of Edo which must be read and admired by all who wish to see 'Shadows of Edo'.

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BOOZE IN TOKYO

As summer approaches, the beer appetite soars in Tokyo. Tokyoites enjoy beer as much as Americans in the hot and very muggy summer days.

Tokyo, the gourmet capital of the world, certainly has superior beer products, and beer plays key roles in multiple food styles ranging from traditional Japanese to contemporary fusion. Japanese developed their own quality of beer for a better culinary experience. Today, particularly with its global popularity, local label beer makes Tokyo's food scene even better and more unique.

Although Tokyo doesn't have a brewing tradition, Tokyo's high quality of restaurant industry and Tokyoites' high expectation for good food drive local brewers to produce high quality beer. Local beer has been very popular all over the country since the mid 1990s, and Tokyo's local breweries have been very active and competitive not only with quality of taste, but also with creating the best, unique atmosphere to enjoy their freshly brewed beer.

THE BEER PRODUCED FOR TRADITIONAL JAPANESE CUISINE

The manager of traditional Japanese ryokan, kasai-ryokan restaurant, Munon-An, was looking for the best beer for superior Japanese formal kaiseki dinner and crafted the new local beer. He succeeded in brewing the perfect beer, Kamikaze Beer, using American brewing methods with California malt, Boston yeast and carefully selected wheat to achieve the best flavor. He also runs Kamikaze Beer restaurant by the nearby commuter train station Nishi-Kojima Station of JR Nambu line. Kamikaze Beer is available only at these two restaurants, but it is worth taking time for 30+ minutes from central Tokyo to experience this American style beer with Japanese kaiseki dinner or German platters at the Beer Restaurant. Kamikaze comes only in two flavors, cream and amber ales. The brewery is also relatively small, but this contributes to the kindness of the beer since it doesn't sit in the tank for long before being served.

TOKYO'S HISTORIC BREWERY

The Ishikawa family has been running a sake brewery for about 400 years, and they started brewing beer in 1880 as modernization spread in the country. Despite that they started brewing beer at a very early time in Japan, their beer manufacturing had a long pause until very recently. Today they brew both sake and beer, and their Tama-no-Megumi (the blessing of Tama) label is the symbol of Ishikawa Brewery's historical beer brewing. They also serve their fresh brewed products at a few different small bars on their premises. Tama-no-Megumi is brewed cold with local mineral water unfiltered. They serve 5 out of 10 everyday at their bars, and the menu contains a large selection of appetizers with locally grown ingredients, in German, Japanese and American styles, that go well with their beer. The Ishikawa family's long history is colorful for local development, and their restaurant displays local historic items, including their brewery-related items, for public viewing. A brewery tour is also available, and the Ishikawa Brewery is a worthwhile one-day cultural and local culinary experience.

<http://www.tamajin.com/english/index.html>



WATERFRONT BREWERY

Tokyo's canal side is a great place to hang out, and beer is a perfect companion, particularly in the nice weather. Tokyo's waterfront has it all: in the former warehouse buildings along the canal, local beer lovers established a brewery T.Y. Brewing Company

at the western edge of popular Tokyo Bay area, Tama-no-Ide, enjoying a comfortable and relaxing beer experience with the great view of Tokyo's iconic Odiba area across the canal. To maximize their home-made, high-quality beer and culinary experience, they chose this location that used to be a busy transportation hub along the river, as a reminder of Tokyo's important canal history. Today, the old warehouse along the canal is a perfect location for this unique local brewery restaurant with its nice beer and urban culture. T.Y. Brewing Company produces six labels year round along with large varieties of seasonal western style cuisine, which goes very well with their ales and lager beers. They also expanded their outdoor lounge in 2006, which opened for customers on boats. Just a short walk from busy Shinagawa Station on the JR Line, Tama-no-Ide is an urban oasis with modern architecture by the historic bay area. T.Y. Brewery offers a relaxing atmosphere with fresh beer and an amazing view of the sunset over Tokyo Bay followed by Tokyo's evening cityscape. <http://www.tybrewing.com/japanese/entry/ty.html>



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— Non Akino, Public Relations Manager at the New York Office of JTO



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JAPAN POP QUIZ

Among the following Japanese novelists, who has won the Nobel Prize in literature?

- ① Haruki Murakami
- ② Yukio Mishima
- ③ Yasunari Kawabata
- ④ Shusaku Endo

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 The Arca Arts Center
 Tokyo Japanese Restaurant
 Chon Kai
 Sakaya Inc
 Asian Japanese Restaurant
 Robert Japanese
 Robata of Tokyo
 Nara Japanese Food
 Tenmoku Nishu-senrei
 Center of Osaka USA
 get website
 Mogura Restaurant
 Shin-Nagoya Co
 Sushii, Japan
 An-yoshi Restaurant
 Satoru Sasa, Osaka
 Tokyo Sushi
 Tani's Patisserie in
 Nara Pharmacy
 Mowat Restaurant
 Ari-Rita Shop
 H Mart Oriental Park
 H Mart Oriental Park
 Son Restaurant
 Suki-Ji
 Dunkin' Donut
 Katsuya Restaurant
 Port Washington LIRR Station
 Monzo Restaurant
 ALLOVE HANG
 Nagasaki
 Bunkyo-Housing
 Shinjuku Japan

• LIFETIME RV

Har's South NARA
Harima
Miyata
Morita Japanese Restaurant
Daikoku
Shingo Wines & Liquor
Wakasagi Tofu House
Kiku & Haru Sake
Fiji Mart
Morimoto
Sakurajima Sake
Sakura & Haru
Tanto
enka de joromo
Daido
Kam San Food
Kinokuniya Book Store
Mitsui & Co. Book House
Sakura Shop
Yokota Tennis Club
Ohtani (City Island)
Cuba People

NEW JERSEY

Kiki Alps, Inc.
Macquhrie Restaurant
Missouri Market Place
Akana Salon
Aash
Glen Moss Co.
Hugo Batters
Kalsman Salon

- Paradise
- Summit
- Tosh Hill Sashimi
- Yokohama Chomochom
- Yokohama Restaurant
- Komogata
- Komogata Ito
- Wai Jung
- Umami
- Monster Sushi
- Tomo Sushi
- Waken Sushi/Kait
- Family Market NJ
- Japanese American Society
- Mizu Sushi
- Sakura House
- Restaurant Shiro
- Samurai

8-CONNECTicut

J Mart
 Fuji Mart
 Tasty Japanese Restaurant
 Wanda Japanese Cuisine

8-21848

Embassy of Japan (DC)
 Saito Vojin, A. Bessie (SA)
 Cherry Mart (Boston MA)
 Consulate General (Boston MA)
 Kotokowsky (MA)
 Himeida-Sudo Carry Out (MD)
 Marucci (MD)
 Targa Japanese Books (MD)
 Mitsu (PA)

STREET BOX DISTRIBUTION

• UPPER-WEST LIFE

2000 Amphibious Ave. 0200 A.
 61st St. 5 ft in front of front of
 Schenck
 1000 Amsterdam Ave. 0200 A.
 71st St. 5 ft in front of
 Auerbach
 1000 Amsterdam Ave. 0200 A.
 70th St. 5 ft in front of Sterling
 St.
 1000 Amsterdam Ave. 0200 A.
 70th St. 5 ft in front of Duane
 Road
 1000 Amsterdam Ave. 0200 A.
 69th St. 5 ft in front of West
 Side
 1000 Amsterdam Ave. 0200 A.
 67th St. 5 ft in front of CVS
 1000 Amsterdam Ave. 0200 A.
 65th St. 5 ft in front of Myrtle
 St.
 1000 Amsterdam Ave. 0200 A.
 64th St. 5 ft in front of Maurer
 Japanese
 1000 Amsterdam Ave. 0200 A.
 52 ft in front of Expressway
 0200 W 60th St. 0200 W. 5 ft in
 front of front of Gracie

5055 S. Hwy 30th & 68th St.) in front of Subway Station
2021 S. Hwy 30th & 68th St.) in front of First Baptist Church
1988 S. Hwy 30th & 68th St.) in front of Lincoln Plaza
Greene
1988 S. Hwy 30th & 68th St.) in front of Lanes Theater
2000 S. Hwy 30th & 68th St.) in front of Reed Emporium
1970 S. Hwy 30th & 68th St.) in front of Grailades
2040 S. Hwy 30th & 68th St.) in front of Subway Station
2000 S. Hwy 30th & 68th St.) in front of Columbia Union

A NORTH EAST STORY

4301 1st Ave. (Dist. 6, 3000) \$1
in front of Bus. Bldg. & Beyond
1301 1st Ave. (Dist. 6) \$16.5
in front of Quince Reside
1306 1st Ave. (Dist. 6, 3000) \$2
in front of Gr. Bldg.
1301 1st Ave. (Dist. 6, 3000) \$1
in front of Food Service
1440 1st Ave. (Dist. 6, 3000) \$2
in front of Seafair
1400 1st Ave. (Dist. 6, 3000) \$2
in front of Quince Reside
1701 1st Ave. (Dist. 6, 3000) \$2
in front of Thai Food Ser.
1501 1st Ave. (Dist. 6, 3000) \$2
in front of Western Shoppe
1801 1st Ave. (Dist. 6, 3000) \$1
in front of 1700

in front of Clinton House
854 10th Ave. (54th & 10th St.)
in front of Caffee Shop
905 10th Ave. (59th & 10th St.)
in front of C&D
671 10th Ave. (57th & 10th St.)
in front of Food Village
859 10th Ave. (58th & 10th St.)
in front of John Jay College
682 10th Ave. (58th & 10th St.)
in front of John Jay College

■ INTRODUCTION

940 1st Ave. (33th & 35th St.)
 in front of Condo/Meridian Place
 721 1st Ave. (39th & 37th St.)
 in front of The Car Hotel
 Park
 635 1st Ave. (38th & 40th St.)
 in front of Nelson's Co-M
 837 1st Ave. (40th & 38th St.)
 in front of Oak
 891 1st Ave. (37th & 35th St.)
 in front of Duane Street
 940 1st Ave. (32nd & 34th St.)
 in front of Domino's P. Zaz.
 985 1st Ave. (34th & 36th St.)
 in front of SMC
 345 1st Ave. (35th & 38th St.)
 in front of St. John's Church
 401 1st Ave. (36th & 33th St.)
 in front of Food Creations
 634 1st Ave. (33th & 32nd St.)
 in front of Midtown Tunnel

B. CHILDERN

1000 Hwy (2000 & 2100 St) in
 front of Subway Bldg
 1001 & Hwy (2000 & 2100 St) in
 front of Come in Properties
 1100 & Hwy (2000 & 2100 St) in
 front of X-Tremes
 1700 & Hwy (2000 & 2100 St) in
 front of Young Town Jewelry
 9000 Hwy (1400 & 1500 St) in
 front of Commercial Bldg
 10000 Hwy (1800 & 1900 St) in
 front of Debes
 4000 Hwy (1400 & 1500 St) in
 front of Subway
 5000 Hwy (1800 & 1900 St) in
 front of Art Gallery
 2700 Hwy (2100 & 2200 St) in
 front of Commercial Bldg
 1200 Hwy (1400 & 1500 St) in
 front of CVS
 1100 Hwy (1800 & 1900 St) in
 front of Subway
 9900 Hwy (1800 & 1900 St) in
 front of Art Services
 9900 Hwy (1800 & 1900 St) in
 front of Subway
 3000 Hwy (2100 & 2200 St) in
 front of Subway
 3200 Hwy (1800 & 1900 St) in
 front of Debes
 3300 Hwy (1800 & 1900 St) in
 front of Debes
 890 Hwy (1400 & 1500 St) in
 front of Subway

en front of London Terrace

■ CONCLUSIONS

[illegible]

• WEST VILLAGE

400 5th St. (off 4th Ave.)
in front of La Ne Roberts
100th Ave. (3rd & 9th St.) in
front of La Pa in Quoted in:
12 University Pl. (8th & 7th
St.) in front of NCU

WE'VE GOT YOU COVERED

24th Ave. (30th & 35th St.) in front of Cooper Union
33rd Ave. (13th & 14th St.) in front of New School Library
33rd Ave. (14th & 15th St.) southeast of City

• **NEIGHBORLY WEST**

1000 10th Ave. (10th & 20th St.)
in front of Gallery
600 10th Ave. (10th & 4th St.)
in front of CVS
600 10th Ave. (10th & 4th St.)

event entertainment leisure

Exhibition

May 25-26 **FREE**

May Dolls Exhibition "BAGNET"

Dolls Gallery

Open-a self-taught clay doll artist, Ken dolls express not only his emotion but also social comments. His experience as a dressmaker is well displayed in the meticulous outfits of the dolls such as Japanese sandals, kimonos, hats. The gallery is open from Tuesday to Sunday, but an appointment is needed for Wednesday.

Location: 1st Gallery 6, Suite 507

Bookings: 87-1333

TEL: 267-827-8828

info@edpstudio.com

May 25-26, June 1-8 **FREE**

Emerging Contemporary Artists of Japan 2010

Artists Japan

As from Japan was forced to promote Japanese artists through exhibition and event planning. They are holding a 2-part exhibition of collective Japanese artists, "Emerging Contemporary Artists of Japan 2010." The first part of the exhibition, from May 25-26, features 10 artists, including Ai Ohashi, a Tokyo Native. Nobuko Shimizu, and Mika Kikuchi. The second part, from June 1-8, features 11 artists, including Naoto Tanaka, Hiroaki Suzuki, and Mika Kikuchi. The opening reception will be held

on May 27 at 6pm
Location: 2/79 gallery
230 W. 4th St. (bet 7th & 8th Ave.)
New York, NY 10011
www.artists-japan.net

May 27-June 25 **FREE**Self-Exhibition, "I am Here" by Ilsema De
156 Cultural Foundation

Inspired by Japanese Post Modern-Made, New York based artist, Ilsema De, uses plastic mesh to recreate a series of photographs taken at an ordinary spot, day after day, at the exact same time, from the same vantage point. Yet, no two photos were ever the same. The results are an existential inquiry of space that seems to disrupt the joy of everyday life through layers of plastic mesh. Opening reception will be held on May 28 from 6-8pm.

Location: 333 Broadway (bet. Prince & Spring St.)

New York, NY 10012

TEL: 212-672-1447

www.isea.org

June 1-10

Traditional Craftsmen—Wagashi (Japanese Sweets) and Japanese Lacquer

Hisamasa Kikuchi New York / M&E, Inc.

Japan takes pride in their traditional craftswork based on their craftsmanship. Shikku (Japanese Lacquer) is one of the original Japanese crafts, which requires laborious and meticulous work. Wagashi, or Japanese sweets, also represents the tradition of a lacquer. The sweets store in Matsuno, Hisamasa Kikuchi New York, will hold a unique exhibition that pairs the two craft forms. They present their seasonal wagashi on the Echizen shikku, a lacquer ware from Seto City in Fukui Prefecture. The shikku can be purchased as art as well. On Jan. 12, they will have a lecture event on "Wagashi, Echizen Shikku and the Japanese Culture." The event will start at 2pm and the fee is \$10.

Location: 888 3rd Ave. (bet 4th & 5th St.)

New York, NY 10016

TEL: 212-485-1407

M&E: 877-514-4337 (NYC, Inc.)

June 2-6 **FREE**

The Artistic Dolls of Matsuko Otsu

The Nippon Gallery

This exhibition showcases the doll collection of Matsuko Otsu. The dolls are made of Fushiyama wood and painted with ink and a white pigment made of powdered clam and oyster shells. They are dressed in clothes made of basic. Most of the dolls are female and represent snapshots of everyday life as figures from Kabuki theatre. About 30 dolls will be on display.

Location: 145 W. 25th St. (bet 4th & 7th Ave.)

New York, NY 10011

TEL: 212-541-0253

www.nipponed.org



June 8-28 **FREE**

Kinpa & Yoko Saito's Mixed Media/Jewelry Exhibition

NY Coo Gallery

NY Coo Gallery is presenting Kinpa Saito's mixed media collage exhibition entitled "Born on the NYC II," and Yoko Saito's jewelry collection, "Mon Cadeau (My Gift)." Influenced by American pop culture and Japanese art, the artist's collage artworks portray a stylized of emotions of daily life that he has experienced in the past. Accompanying Kinpa Saito's exhibition, his wife Yoko Saito, will present her elegantly designed jewelry collection inspired by the kinship between Kinpa and Yoko will both make an appearance at the opening reception on June 11.

Location: 133 Broadway, Suite #225 (at 388 St.)

New York, NY 10003

DL: 212-380-1187 / www.nycoogallery.com

June 10-28 **FREE**

Poetry-Buku and Chiyogami from Meiji Bish to early Shōwa Era

Museum

"Poetry-Buku" is a tiny envelope, which is traditionally used for giving greetings, and "Chiyogami" is a small paper with exquisite colored patterns. Modern Japanese artists have been using it to exhibit the collection of poetry-buku and chiyogami from the late Edo period to the early Shōwa Era, encompassing the end of the 19th century to the early 20th-century.

Location: 17 Jindō (at 256 & 134 St.)

New York, NY 10003

JUL 2015-2016

July 2015-2016



Performance

June 10-12

Poetry in Motion

Society for the Study of Japanese Literature

Poetry in Motion is a collaboration of poets, poets, editors and more. On June 10-12, award-winning New York City-based poets and translators will present a 3-day concert of music, dance and poetry from ancient and modern sources. Featured through dance, selected poems will include Dantesque by Japanese modern poet Isamu Takahara, before the beginning by Ritsko Ritsko, Please Call Me by My True Names by Thich Nhat Hanh, Summer Day by Mary Oliver and Only

Birth by Rumi. Guest singers and musicians include Erik Grönqvist, Elizabeth Brown, Eiji Kuroki, and Yoko Tsuru. Tickets are \$10-\$15 (Children/Students/Dance Free).

Location: Japan Society

200 W. 4th St., 2nd Fl. (at 10th St.)

New York, NY 10003

DL: 212-431-8200 / www.jaysoc.org

June 12

Choral Festival of Japan

Holy Trinity Japanese Catholic Church

The Choral Festival of Japan is an annual music event established in 2009 to provide an opportunity for various Japanese groups of singers and choirs in the NY area to meet and perform for the community. On June 12, the event workshop is inviting anyone who is interested in singing to come learn and practice gospel and choral song. Registration is required for this workshop with \$10 fee. After the workshop, everyone is welcome to attend a free concert featuring Harukawa, Harmony Bunko, NYMC and more. For the finale, all workshop participants will sing a Gospel song and a Japanese choral song with all the performers. Email: choirfest45@gmail.com for more information and to register.

Location: 212 W. 4th St., 2nd. (at 10th St.)

New York, NY 10003

Info: choirfest45@gmail.com

June 12-13 **FREE**

Smile! Smile! in Your Eyes

Theater Company Sushiro / Theater Arts Japan



All the members of Theater Company Sushiro are in their 60s-80s. This senior performing arts group based in Osaka, Japan will come to New York to perform the powerful human drama, Smile! Smile! in Your Eyes. Set in modern day Japan, two dead people pop out of their coffins in the middle of creation. They start chatting and witnessing their family members and relatives, seeing them all. The surreal comedy deals with mixed emotions of human life: Adoration, a love, and resurrection, are required.

Location: The Algonquin Theatre Arts Center

212 W. 4th St., 2nd Fl. (at 10th St.)

New York, NY 10003

Info: www.theatercompany.com

<http://www.theatercompany.com>

Event Feature

June 8

Central Park Will Blossom Into a Japanese Village

Japan Day, Inc.

Marking its fourth year as a New York City tradition, Japan Day 2010 is scheduled to return to fill the green expanse of Central Park's East Meadow with more than 100 events and activities. From the opening of all activity tents and all 10 stages to a stage show, and because 2010 marks the 150th anniversary of the first Japanese Olympic Mission to New York, there will be special activities to commemorate this historic milestone. Please visit their website for more up-to-date information.

Info: www.japanday.org



As in previous years, Japan Day 2010 is planned to

June 18 FRID

Minamata Dance Seminars/Dance and Workshop

Mayagi-ryu Noh-to-Iai Ryakyo Dance School

Become immersed in Japanese culture with a performance and dance workshop presented by Iai-to-Iai Noh-to-Iai Ryakyo dance school. Four styles of Okinawan dance will be demonstrated, followed by a workshop where participants learn basic Okinawan dance forms and hand gestures. Iai-to-Iai will also perform as the musical entertainment. Sashiko and song folk songs. Performances will start at 7pm.

Location: Queens Library (Jansynville Hall)

43 04 Queens Ave., Long Island City, NY 11101

RS: 718/991-0000

Mayagi-ryu Noh-to-Iai Ryakyo Dance School

20210 Qd Rd Dr., Queens, NY 11357

RS: 718-423-2637 / www.yakko.com**June 20 & 21**

Japanese "Blind" Performances Featuring Blind

Alpine Cultural Center

Popular Japanese couplet (haikai) fans will be clapping her original tunes and dancing in Maie Style with her backup dancers at the Living Room on the Lower East Side on

June 20. On June 21, Remwell also be performing at Pop Show Japan, an East meets West nightclub party featuring Asian Pop Music, Fashion & Trends at Club Ophion in Baltimore, Maryland. Remwell perform live with DJ Ace Rock & Chris Fox. More information, please visit Remwell website.

Location:

30 Long Ave.

104 Ludlow St. (bet. Stuyvesant & Bowling Ball)

New York, NY 10002

www.remwell.com**July 6-8 SAT/SUN****MOE! Festival, Baltimore, MD 21202**www.moecon.com / www.moecon.com**July 7-10**

Utsushi Center Festival Featuring Minagawa's Musashi and Tachibana's Musashi — Free tickets for Chapatsticks NY readers

Utsushi Center

This year, Utsushi Center Festival features two Japanese performing arts masters Yukio Minagawa, stage director, and Saburo Tachibana, dancer/choreographer. *Musashi* is the original piece written by a legendary Japanese playwright Heisaku Inoue, who passed away earlier this year, and directed by Minagawa. His intensely dramatic and cerebral play stars 18-year-old Japanese superstar Tachibana Fujisawa in a saga about a ruthless hunt for revenge between two samurai. In *Musashi Tachibana* has created a new solo work illustrating his keen sculptural aesthetic, powerful sense of compassion, and distinctive style of movement. Two free tickets (\$55 value each) are offered for Chapatsticks NY readers for the July 9 performance of *Musashi*. Apply at info@chapatsticks.com or FAX 212-432-9956 by Jan. 18.

Location: **Utsushi Center** at **Arts Center of the City****140 Broadway (at 5th St.), New York, NY 10003**

RS: 877-721-4420

For tickets: UtsushiCenterFestival.org**Event Feature****June 13**

Japanese Block Fair: Cosplay, Games, Authentic Japanese Food, and Exciting Performances

EVENT, Inc.

Organized by EVENT, Inc. the Japan Block Fair is one of the largest and liveliest Japanese fairs in NYC, attracting large crowds from NYC and all over the world. The fair will take place on Sunday, June 13 between 65th and 66th Streets on Broadway starting from 11-6pm. Visitors can expect to see a wide range of Japanese food and products from traditional one-of-a-kind Japanese cuisine to modern products. On the main stage, there will be a Japanese cosplay performance, games, dance, koto drum group, punk rock bands, and more activities, completely free of charge.

Highlighted attractions will include dance, songs, and games presented by popular Japanese cosplay performers from who specializes in Katakana-style drag.

ing and dancing. Throughout the course of the fair, she will perform on the stage two times and take the audience into the authentic pop world of Japanese culture with a special song and dance numbers. Also performing energetic punk rock group. Kids will be taking the stage to pump out fun and enervating rock music to the fans. Other performers will include exciting traditional Japanese dance group, 10th Annual, and more. A variety of Japanese food will also be a fun part of the fair. From authentic noodles and curry to new Japanese cuisine and delicious sweets. Enjoy a fun and exciting day of Japanese culture at one of the largest Japanese Block fairs in NYC has to offer.

Info: www.japanblockfair.com

Group Photo

Event**June 3-4**

**Annual Japanese Local Food Fair
Midtown Manhattan**

Midtown will hold a big food fair "Unimono Ichu" with selected local delicacies from all over Japan. Featured foods include: takoyaki, ramen, sweet potato-apple pie, matcha dango (new cake dumplings), and a variety of bento boxes. In the special exhibition space, you can enjoy watching on-site cooking demonstrations as well. Don't

meets the four-day extravaganza of Japanese local foods

Location: 215 River St., Edgewater, NJ 07020
RS: 708-947-8327
www.norvivo.org/english



June 5 **FREE**

Sake Tasting! Tasty! New Flavors from Giftedness United SAKAYA

Sake & Shochu specialty store is the East Village, SAKAYA, will hold a sake tasting event. This new chery will offer Kan-tomatsu Junmai Daigyo "Yogo Hime An" and Komatsuru Tokubetsu Junmai, both of which are new to the U.S. market. While in yume daigyo highlights pure and honey notes with full-bodied flavor, its mabutsu junmai offers a full rice flavor. The tasting is from 4pm to 6pm

Location: 214 E. 86 St. (at E. 2nd Ave.)
New York, NY 10020
RS: 212-361-2323 / www.sakejapan.com



June 14, 15, & 24

Glasses In: Team Japan! 2010 FIFA World Cup Live Broadcasting Event

Japan 27 Kaneko House & Bar

Once every four years, the world is stirred with excitement for cheering the FIFA World Cup. The opening of the 2010 FIFA World Cup South Africa is just around the corner. Celebrating this Kaneko house, Japan 27, will hold a live broadcasting event for the three games that Team Japan will play. With two 50-inch-screen and karaoke-sound system, they'll bring the excitement and energy of the Stadium here to NY. The schedule is as follows:

June 14

Japan vs. Cameroon

(Doors open at 8pm; game starts at 10pm)

June 15

Japan vs. Netherlands

(Doors open at 7pm; game starts at 7:30pm)
 June 24

Japan vs. Denmark

(Doors open at 10pm; game starts at 12:30pm)

Location: 300 1st Ave. 2nd Fl. (at 2nd & 2nd St.)

New York, NY 10003

RS: 877-874-2329

June 22

Whiskey Tasting Event

Komogoro Tea

Japanese Restaurant, Komogoro Tea located in Jersey City, is presenting a special whiskey tasting event, which will combine classic single malts with new-fusion Japanese cuisine for a truly unique dining experience. Enjoy a four-course tasting menu featuring the flavors of Japan paired with a sampling of five distinctive scotches. Tickets are \$75 and the reception will begin at 6:30pm.

Location: 111 Ave. System Ave

Jersey City, NJ 07310

RS: 201-533-8199

www.komogoro.com

July 10

Japanese Whiskey Lecture and Tasting Bonnets about

The Golden Society

The Golden Society is continuing their lecture series with a cooking demonstration and lecture based on Japanese Whiskey. The lecture will be given by David Bladen of Sakuray Whisky. Mr. Sakuray, and Whisky Expert Mr. Lincoln Henderson. Chef Sever Sacan will also be giving a cooking demonstration on dishes going well with the whiskey. This event is open to the public and will run from 6-8pm. The fee is \$30. Go to their website, www.goldensociety.org, for purchasing tickets.

Location: The Grand Gallery Institute

487 Broadway (at Grand St.)

RS: goldensociety.org / www.goldensociety.org

Happenings

All Japanese Anime items at 15% OFF in 2nd

Man: New York

Man: New York, located adjacent to Midtown Marketplace in NJ, is a one-stop Japanese gift shop where you can find Japanese gift items as well as Japanese homeware, furniture, and electronics. During the month of June, they will offer their Japanese Anime items at 15% off. (Sale items are indicated.) To enjoy this offer, present the ad on page 27.

Location: 55 River St., Edgewater, NJ 07020

TEL: 201-945-1234

www.littlejapan.com



Star Station Rounding Campaign: From 600 for Customers

Sakura House

Sakura House, a new hair salon opened in Seton in May, is holding a campaign in celebration of its grand opening. Customers, who order a cut, will receive hair treatment shampoo & conditioner, and those who order color as part will get free hair care products according to their hair type. The owners are a husband and wife team and both women have stylists. They offer great cutting technique as well as other services like color and Japanese straightening perm. The campaign ends on June 6.

Location: 124 Sullivan St. (at W. Avenue 2)

New York, NY 10012

TEL: 464-494-8333 / www.sakurahouse.com



\$5 Discount! 800 Total Playgroup for Children! NY Residents

NYCMA (NYC Niseigo de Ancho)

Japanese language and culture center for children, NYCMA, is announcing a new lower price for Playgroup trials. They saved age, Japanese playgroup now \$15 for a first time trial and Chocochin (NY) residents will receive a \$5 discount off all the new trial parcel. No previous experience Japanese is required. The program is also available in downtown Brooklyn. Check their website for details. Contact NYCMA to register in advance.

Location:

275 E. 46 St. 7th, New York, NY 10010

TEL: 464-234-4334 / www.nycma.com

Classes to Try High-Performance Cosmetics to Professionals

Cosme Prose USA, Inc.



Anti-aging cosmetic workshops: Cosme Prose USA, Inc., has just opened its first retail store in the new Longlight Marketplace. Celebrating this, they are offering free gift items for Chopped NY readers who make a purchase at its Longlight store. Those who purchase one product will receive a sample kit of Cosme-Prose Collection, including five items from their most popular lines. If you purchase more than two items, you'll receive Two-Way Color Powder Foundation (SPF 25), whose retail price is \$48. To redeem this offer, mention you are a Chopped NY reader when purchasing. The offer runs until the end of June.

Cosme Prose USA, Inc. @LonglightMarketplace

434 Avenue of the Americas (at 70th St.)

New York, NY 10019

www.cosmepro.com

20% OFF Select Footwear

Omyopda



Omyopda, specializing in "Fashion Casual Footwear", which caters to Japanese-jap culture aficionados worldwide from their online store. Enter the promo code OMYOPDA20Y, when you make a purchase and you will be able to receive a 20% discount on available Omyopda items on their website and Amazon.com. Expiration date is Jul 31.

info.etsy.com

info.etsy.com

100 Discount Off Karate Lessons for Chopped NY Readers

Kyokushin Karate NY

Founded in Japan by the legendary Mas Oyama in 1964, Kyokushin Karate NY trains students, both physically and

mentally, to be prepared for any situation in life. They are now offering a \$50 discount off of the usual \$100 fee for Chopped NY readers who want to take lessons. Classes are available for both kids (beginners or advanced) and adults. The offer applies to new applicants only and expires June 30.

Location: 262 Madison Ave., 3/F

(at 70th St.)

New York, NY 10017

RSVP: 212-697-0208 / www.kyokushin.com

Free Gift with Pono Mixing

Absolute Pono

Absolute Pono is a full service piano store offering piano and accessory sales, rentals and repair as well as moving and storage. Now they are offering a bottle of pono cleaner and stain hygienizer to Chopped NY readers who use their services. Prices start at \$750 to move a small upright piano from an elevator building to another elevator building in Manhattan. For details and price quotes, contact through phone or e-mail.

Location: 266 Park Ave. (at 15th St.)

New York, NY 10017

RSVP: 212-697-0208

www.absolutepono.com

Japanese Grocery Store Re-Opening Sale Sakata-ya



The only Japanese grocery store in the Lower East neighborhood, Sakata-ya has recently finished renovation and re-opened. Celebrating this, they will have one week promotional sales from June 5 to 16. Sale items include a variety of brands of rice, premium eggs from free bred and House Foods' products.

Location: 23-45 Avenue M

Forest Hills, NY 11375

RSVP: 718-264-7228

Get Ready for Summer with Smooth and Hairless Skin

Sunshine Laser NYC

Sunshine Laser NYC, specializing in laser hair removal and treatment services, is now holding a summer campaign and offering underarm hair removal at a discount price for Chopped NY readers. First time treatment is \$1750 and 6 time-package is offered for \$180. All treatments

are conducted by a Japanese laser aesthetician. Also, they offer a laser facial treatment, which is effective for wrinkles and saggy skin. For \$100 (Reg. \$260) for Chopped NY readers who try it for the first time. Mention that you are a Chopped NY reader when making a reservation. Offers are valid until the end of August.

Location: 247 W 12th St., 10th Fl.

New York, NY 10011

RSVP: 212-244-2447

www.sunshinelaser.com



Then Chances to Buy Tenugui at a Discounted Price

Wakuu Tenugui, Inc.

The tenugui specialty store, wakuu new york, will have a two-week "Welcome Summer" campaign from Memorial Day and offer all tenugui items online at 30% off. Also, they will participate in Japan Week Fair (see page 60 for details) on June 11 and will offer more than 100 kinds of tenugui from traditional patterns to unique name patterns. They offer tenugui made from organic cotton at 30% off at this event. Customers who spend over \$100 will receive a wakuuoriginal tenugui as well.

134 W. 41st St., #23

New York, NY 10018

RSVP: 212-244-2447

RSVP: 212-244-2447

www.wakuu.com

Facebook: Japanese Souper Art Inc. @

<http://www.facebook.com/pages/Japanese-Tenugui/>

Art@Wakuu.com

Healthy Lunch & Dinner Meal and Banquet

HAKARAI Japanese Restaurant

In partnership with TABLE FOR TWO, a non-profit organization founded in Japan, Hakarai Japanese restaurant, located in the Kikuna Hotel is offering a very special kimbé course meal. Available for lunch and dinner, the kimbé course is a low-calorie nutritional meal that can actually help malnourished children. By ordering this meal, you can eat healthy and 20 cents of the proceeds will be donated to provide a nutritious lunch for a child in a developing country.

Location: 48 Park Ave. South (at 30th St.)

New York, NY 10019

RSVP: 212-405-7101

www.hakarai.com



Event Highlights for June

Kinokuniya Bookstore

On June 1, Kinokuniya Bookstore will exhibit "Onsen" artwork for the New York Anime Festival mascot contest. Ten weeks of art will be voted on by the public to pick the official mascot for the New York Anime Festival. On June 5, Kinokuniya will celebrate International Labor Day by holding a line-up of panels and activities for labor styles, crafts and fashion. Also on the 5th, Jan Ayika holds as she reaches the craft of making Otagiri jewelry while signing copies of her book, "Otagiri jewelry." And finally the Kinokuniya stationery and book departments will have a convention with demonstrators and panels by experts holders from around the world June 29-30. Kinokuniya will also be distributing a special discount coupon for students to use on manga books and supplies. Be sure to watch for announcements for Kinokuniya's Anime Day giveaway in June.

Location: 1021 Ave. of the Americas

(Tel: 406 & 4th fl.)

New York, NY 10018

TEL: 212-697-1700 / www.kinokuniya.com

Free Orientation for High School Language Classes

Waka Learning

Waka Learning language school, located in Midtown, is now offering free orientations for their high school level classes. The orientation is a great opportunity for students and their parents to come and visit their facility, meet teachers, and ask any questions they may have. The Chinese High School Class Orientation is 4 to 5pm on Jan. 12, and the Japanese High School Class Orientation is 4 to 5pm on Jan. 19. To attend, write to events@wakalanguage.com along with information on how many people will attend.

Location: 200 Lexington Ave., 5th Fl.

(Tel: 406 & 4th fl.)

New York, NY 10017

TEL: 404-201-4557 / info@wakalanguage.com

www.wakalanguage.com

20% Off Discount for Brazilian Straightening Perm Giovanni Saatchi

Giovanni Saatchi, a funky '90s hair salon located on the Upper East Side, is offering a special 20% discount all the regular price for Brazilian Straightening Perm for the month of June. If you come in for any salon services on Tuesday, Wednesday, and Thursday, a complimentary hair conditioner will also be provided for free. Be sure to mention Chopticks NY when making reservations and check out their website for the full price list.

Address: 104 Lexington Ave. (bet 106 & 107 St.)

New York, NY 10017

TEL: 212-348-1157 / www.giovanni-saatchi.com

8th Anniversary Special! 50% Off All Drinks for Chopticks NY readers

SABURO

SABURO, the restaurant in New York that serves Wa-Chu-Chu Japanese style Chinese cuisine, is now offering 50% off all drinks for the month of June to celebrate their 5-year anniversary. Mention Chopticks NY to get the special discount. The restaurant also now serves Iiyoshi Chiku (cold noodle) for \$11 as a summer special menu.

Address: 70 Lexington Ave.

(bet 106 & 107 St.)

New York, NY 10017

TEL: 212-467-7266 / sabor.com



Relaxation on Shirota Massage

Mei Center

Authentic Japanese shirota massage center, Mei Center, provides numerous therapeutic treatments for the purpose of optimizing people's health and longevity. They are currently offering a promotional campaign for first time visitors. First time visitors will receive a huge discount up to \$50 off, on shirota massage by Japanese masters up to \$50 off. 60 min. Package (\$30 min. herb sauna, 15 min. shirota massage, 15 min. foot treatment) for \$55 (Reg. \$100). 90 minute Package \$105 (Reg. \$130). 125 min. Package for \$130 (Reg. \$160), and 175 min. Package for \$170 (Reg. \$170). Refresh your mind and body



with 100% therapeutic services.

Location: 77 E. 43rd St., 8th Fl. (bet 38 & 40th Ave.)

New York, NY 10017

TEL: 212-697-5000 / www.meicenter.com

51% Off Shirota for Chopticks NY Readers

Yves Tru Self

During the month of June, Shirota salon at the Upper West Side, Yves Tru Self, will offer a one-hour shirota massage for \$40 (Reg. \$70) for Chopticks NY readers. Shirota produces immediate relief from stress, enhances blood circulation and energy flow throughout the body, and assists the body's natural process of releasing toxins. The practitioner of the salon is a daughter of a master Shirota practitioner trained in Japan and she has over 20 years of experience. To receive this offer, mention Chopticks NY upon making an appointment. The appointment can be booked by phone only.

Location: 361 Lexington Ave. (bet Amsterdam Ave.)

New York, NY 10017

TEL: 212-697-4552

<http://yves-tru.com/yves-tru-salon/yves-tru-salon>

Free Hair Perm with Digital Hair Straightening Perm

HAIR SALON

Has salon in Midtown East, HAIR Salon, has recently introduced a new, advanced solution for their signature digital perm, which has a great protection effect. They are holding a campaign to promote the advantage of the perm until the end of June. For customers who try the digital perm as a straightening perm during the period, they offer a hair treatment. Call (646) 363-1100 (satellite) for free. Try and feel the difference they can make on your hair.

Location: 883 3rd Ave., 2nd Fl.

(bet 4th & 5th fl.)

New York, NY 10017

TEL: 212-697-4552

www.hairperm.com

20% Off at Free Hair Spa with Hair Cut

Tonako Shiro Hair Salon

During the month of June, Tonako Shiro Hair Salon at the Upper East Side is offering 20% off on hair cut or complimentary Japanese Head Spa treatment for the first time visitor who comes in for a hair cut (Reg. \$55 and up for men, \$60 and up for women). Choose either discount or free head spa and be sure to mention that you are a Chopticks NY reader when making an appointment.

Location: 177 E. 43rd St.

(bet 3rd & Lexington Ave.)

New York, NY 10017

TEL: 212-697-4552

www.tonakosalon.com

entertainment • music

MIYAVI'S WORLD TOUR HITS NYC

By Victoria Goldsberg

Vocal Kru artist **Miyavi** has captured the hearts of people across the world with his flamboyant performances, musical ambition and impressive guitar skills. Now you can see him live in New York on June 27 as part of his recent world tour "Neo Tokyo Samurai Black World Tour 2010"

Miyavi debuted at age 17 as guitarist for Due Le Quarts, a rock band in the Visual Kru style. VE is a subculture known for its striking look inspired partly by tattoos and glam-rock, and it encompasses music from pop to metal. Due Le Quarts developed a cult following during its run from 1989 to 2002, and the charismatic Miyavi made an even bigger name for himself when he went solo after the group's breakup.

Miyavi's sound is constantly evolving from hard rock

to pop to electronic to rap, and his live performances grow increasingly theatrical. Fans feel like they are growing with Miyavi as he pushes his creativity to new levels.

Miyavi has performed multiple times in California. He made his American debut with a Los Angeles gig in February 2007. He also played at Anime Expo (with the band S.E.I.N.) and the one-off Black Revolution festival in 2007. His first world tour, "This Is The Japanese Kabuki Rock Tour 2009" included three California shows. He was to start his second world tour last fall but postponed it to this spring due to an injury. The North American circuit of the "Neo Tokyo Samurai Black World Tour" launches on June 10 and includes a steady of U.S. locations for fans throughout the country to enjoy. New Yorkers can see Miyavi



Miyavi's live performance schedule in the East Coast

June 25 Boston, Winter Theatre
June 27 New York, The Pianos New York at Irving Plaza
June 28 Washington D.C., 500 Club

Miyavi website: www.miyaviofficial.com (Japanese only)

on June 27 at the Pianos at Irving Plaza

Woojin is a freelance music journalist who has covered the Japanese music scene for four years. Her work has appeared in purple S.O. The Japanese Weekly, The Jersey Journal and more.

NY Coo Gallery 2010 Open Art Contest



Nolan Smith / 2009 IBERICA Award

NY Coo Gallery, in association with IBERICA USA, Inc., a global contract research organization, is happy to present the 2010 Open Art Contest.

The creative themes for this year's contest are "Health," "Sunflower," and "Earth and Nature."

The finalist will receive a \$500.00 check and a pair of U.S. - Japan roundtrip airline tickets on ANA (All Nippon Airways). NY Coo Award and other special awards will be given as well. All artworks that receive the awards will be displayed in NY Coo Gallery's December 2010 exhibition.

Please check for more information at www.nycogallery.com

Contact Info: NY Coo Gallery 1133 Broadway #335 New York, NY 10010
E-Mail: contact@nycogallery.com Tel: 212-380-1149 Fax: 646-313-3769

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